

62
Gloeckner
New York

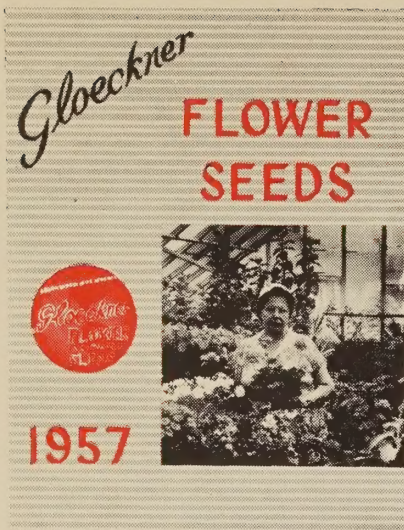
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FLOWER SEEDS



1957





COVER WOMAN 1957

It is with pride that we have Mrs. Agnus Dudyshyn as our cover woman this year, for a lifetime devoted to the florist business should not go unheralded. In 1917, with her husband Nicholas, she established Kensico Floral Co., Valhalla, New York. Throughout the years it has been a service to the community offering a complete floral service. Today the retail shop is headed by Mrs. Dudyshyn and production is handled by her two sons, Steven and William, who specialize in bedding plants and chrysanthemums.

BUSINESS TERMS:

ON OPEN ACCOUNT: (Flower Seeds Only). For Customers of Approved Credit 60 Days Net. The following discounts will be allowed on orders paid within 10 days: \$5.00 to \$50.00 2% — \$50.00 to \$100.00 5% — \$100.00 or over 8%.

CASH OR C.O.D. ORDERS: (Flower Seeds Only). Under \$5.00 net — \$5.00 to \$25.00 5% — \$25.00 or over 8%.

Prices in this catalog are subject to change without notice . . . All goods are offered subject to Crop Failures, Shortages or other causes beyond our control, and to being unsold on receipt of order . . . The prices in this catalog are for the trade only. For your own protection do not loan this catalog to anyone not entitled to Florist or Wholesale prices . . . Unknown correspondents desiring to open an account are requested to furnish three trade references with whom they have had credit relations.

WARRANTY AND LIMITATION OF LIABILITY: Subject to the limitations of liability herein set forth, we warrant that the seeds or bulbs sold are as described on the container, within recognized tolerances. Our liability on this warranty is limited in amount to the purchase price of the seeds or bulbs. In no event shall we be liable for the crop, or for any loss due to the failure, impairment or quality thereof or varietal variance therein, whether such loss results from breach of the foregoing warranty, from breach of any other provision of the buyer's contract for purchase of said seeds or bulbs, or from any other cause.

Gloeckner

seeds, bulbs, plants and cuttings are selected with diligent care as to type, productivity and freedom from disease so that you may have the best with which to build your prospective crops. Our interest in you and your crops by no means ends with the sale. We are more than anxious to have the materials we sell, grow and prove profitable to you.

Fred C.
Gloeckner
&
Company,
Incorporated

15 EAST 26th STREET
NEW YORK 10, NEW YORK
Telephone: LExington 2-4198 - 4197
Cable Address: GLOECKNERS, N. Y.



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Gloekner

NEW ANNUALS FOR 1957

1

These four All-America Selections will be the news in garden magazines this year. Be prepared. Your customers will ask for them.

PETUNIA RED SATIN ALL-AMERICA SELECTION

(F1 Hybrid Multiflora)

Vivid scarlet red flowers on globe-shaped plants 10 to 12 inches high. Maintains that size and character throughout the growing season.

Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.	1/8 oz.
\$2.25	\$7.50	\$14.50	\$26.00	\$46.00

PETUNIA GLITTERS ALL-AMERICA SELECTION

(F1 Hybrid Nana Compacta)

A unique bicolor in a dwarf compact growing plant. The flowers are a brilliant scarlet, tipped white.

Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.	1/8 oz.
\$2.50	\$8.00	\$15.50	\$30.00	\$57.00

PHLOX TWINKLE ALL-AMERICA SELECTION

(Dwarf Star Mixed)

Compact plants carry the star-shaped flowers well above the foliage. Mixture consists of a good range of colors.

Tr. Pkt.	1/4 oz.	Oz.
\$.75	\$3.00	\$9.00



MARIGOLD DAINY MARIETTA ALL-AMERICA SELECTION

(Dwarf French)

Dwarf compact plant. Very uniform in height about 6 inches tall. Flowers a soft golden yellow with a maroon blotch at the base of each petal somewhat resembling Naughty Marietta.

Tr. Pkt.	1/4 oz.	Oz.
\$.50	\$1.00	\$3.00



Gloeckner FLOWER SEEDS

ANTIRRHINUM

SNAPDRAGONS

FOR



GREENHOUSE CULTURE

PINK AND ROSE

	Tr. Pkt.
Anne Marie—Bright medium pink.....	\$3.50
Better Times—Bright cerise rose.....	2.00
•Christina—Light salmon pink.....	3.50
•Christmas Cheer—Rose pink.....	3.00
Chevy Chase Pink—Pastel pink, darker than Maryland.....	3.50
•Crusader—Light rose similar to Docas Jane.....	3.50
•Dorcas Jane—Early light rose pink.....	2.50
•Gusto—Light pink.....	3.50
•Libby—Dark rose pink.....	3.50
•Maxine—Early light salmon pink.....	3.00
•Mary Ellen—Early light rose pink.....	2.00
•Maryland Pink Improved—Early light pink.....	3.50
•Mountain Pink—Medium pink.....	3.00
•Native Dancer—Light rose.....	3.50
New Times—Bright rose.....	3.00
•Pamela Pink—Medium pink.....	3.00
•Pensive—Dark rose pink.....	3.50
Peggy Schumann—Rose pink.....	2.00
•Pompey—Light rose pink.....	3.50
•Prestige—Dark pink.....	3.50
•Rosebud—Pastel pink.....	3.50
•Rockwood Early Hybrid Pink—Pink shades.....	3.50
Rockwood's Lavender Rose.....	2.00
Rockwood's Summer Pink No. 1.....	3.00
Rockwood Pink Supreme—Brilliant rose pink.....	2.00
•Rowenna—Light rose.....	3.50
•Spartan Rose—Rose-pink hybrid, flowers with Margaret.....	3.00
•Top Flight—Light rose pink.....	3.50
Trilbee Pink—Rich pastel pink, large spike.....	3.50
•Wintergreen—Light rose.....	3.50
•Whirlaway—Light pink slightly deeper than Mary Ellen.....	3.50
Witterstaetter's Orchid.....	2.50

RED

	Tr. Pkt.
•Commando—Early red.....	\$3.50
•Man-O-War—Intense red.....	3.50
•Maryland Red.....	3.50
•Priscilla Ann—Early hybrid crimson.....	3.50
Rockwood's Summer Red.....	3.00
Schumann's Velvet Red.....	3.00
Valentine—Deep brilliant red.....	3.00
Witterstaetter's Red—Dark velvet red.....	2.50

BRONZE AND ORANGE

	Tr. Pkt.
Afterglow—Golden orange.....	\$2.00
•Barbara—Dark bronze.....	3.50
•Cavalcade—Lively golden bronze.....	3.50
•Gallant Fox—Deep orange bronze.....	3.50
•Jubilee—Light bronze.....	3.50
Lady Dorothy—Copper red.....	3.00
•Maryland Orange.....	3.50
Witterstaetter's Bronze.....	2.50

LAVENDER

	Tr. Pkt.
•Bold Venture—Dark lavender.....	\$3.50
Windmill's Lilac—Excellent orchid color.....	2.00
Schumann's Lavender.....	2.00
Maryland Lavender.....	3.50
Small's Lavender—Clear medium lavender.....	3.00

WHITE

	Tr. Pkt.
•Albion—Paper white.....	\$3.50
•Apollo—Ivory white similar to Margaret.....	3.50
•Citation—Ivory white.....	3.50
•Ivory Tower—Ivory white.....	3.50
•Jet Pilot—Medium early paper white.....	3.50
Junglewood White.....	2.00
Lucky Strike Improved.....	1.50
Margaret—Ivory white.....	2.00
•Maryland White—True paper white.....	3.50
•Potomac White.....	3.50
•Rockwood Hybrid White No. 5.....	3.50
•Spartan White—Mid-winter pure white.....	3.00
Tommy Armstrong—Pure white, long stem and spike.....	2.00
•Twenty Grand—Medium early ivory white.....	3.50
Rockwood's Crystal White.....	3.00
•White Knight—Improved paper white.....	3.50

YELLOW

	Tr. Pkt.
•Broker's Tip—Deep yellow.....	\$3.50
•Day Star—Early yellow.....	3.50
Ethel—Golden yellow.....	1.50
Gilbert's Yellow.....	2.00
•Gold Mine—Deep golden yellow.....	3.00
•Gold Rush—Early golden yellow.....	3.50
Junglewood Yellow—Rich yellow.....	2.00
•Potomac Yellow.....	3.50
•Patricia—Yellow.....	3.50
Rockwood's Canary Yellow.....	3.00
Rockwood's Summer Yellow—Fairly deep yellow.....	3.00
•Seabiscuit—Yellow.....	3.50
•War Admiral—Yellow. Just follows Day Star.....	3.50
Witterstaetter's Yellow.....	2.50

•Indicates Hybrid Varieties

ANTIRRHINUM SNAPDRAGONS FOR

YODER BROS. HYBRIDS

\$3.50 Per Packet (2000 Seeds)

These improved hybrid snapdragons are the result of intensive hybridization. They are stiff stemmed and produce long tapering spikes. There is a minimum amount of side shoots which makes them well adapted to single-stem culture as well as for a pinched crop.

WHITE

Albion—Paper white hybrid. Ten to fourteen days later than White Knight.

Jet Pilot—A medium early paper white, long spikes.

White Knight—Improved paper white. Medium to long compact spikes with well-placed florets; growth firmer and less grassy than Snowman and flowering is earlier.

IVORY

Apollo—Larger and more vigorous than Margaret.

Citation—Earlier than Margaret, Apollo or Twenty Grand. Very large ruffled floret.

Twenty Grand—A medium early winter variety.

ROSE PINK

Crusader—Color and season that of Dorcas Jane.

Gusto—Somewhat deeper than Mary Ellen. Earlier, and more uniform in flowering.

Native Dancer—A light rose pink. Recommended for mid-December through early May.

Pompey—Nearly same or little deeper than Dorcas Jane. Earlier, more vigor than Dorcas Jane.

Rowenna—Light rose pink with medium to long spikes. Flowers just ahead of Crusader or Pompey. Florets are semi-erect and adhere closely to the stem which makes the variety very adaptable for bunching.

Wintergreen—Light rose pink of very fine quality. Unusually compact spikes with uniformly placed florets. Stiff wiry growth with complete lack of grassiness.

LIGHT PINK

Rosebud—Soft pastel pink with long spikes and giant-sized florets. Wing petals are slightly ruffled. Color holds well through April. Displays real hybrid vigor. Strong stems and marked uniformly.

Top Flight—Earlier than Christina. Greater vigor. Partially shatterproof.

Whirlaway—Medium early, large floret; close spacing; long spike; a little deeper color than Mary Ellen.

YELLOW

Broker's Tip—Deep yellow with medium-sized florets. Little or no side growth. Flowers after Seabiscuit and because of its excellent color-holding quality and its vigorous stocky growth it is well adapted for continuing its flowering later into the spring.

Seabiscuit—Follows War Admiral and Day Star.

War Admiral—Just follows Day Star. Closer spacing and somewhat larger florets.

DARK PINK

Pensive—A little later than Christmas Cheer.

Prestige—Lustrous dark pink; a new color in Yoder snap hybrids. Full spikes of better than average quality flowers in this color class.

LAVENDER

Bold Venture—Rich lavender or bright, light magenta.

BRONZE

Cavalcade—A lively golden bronze; extremely vigorous; long spikes; outstanding keeper.

Gallant Fox—Deep orange bronze.

RED

Commando—A good pleasing red plus earliness, clean growth habit, marked vigor and uniformity add up to a fine novelty.

Man-O-War—More intense color than Commando. Valuable late December through mid-April.

GREENHOUSE CULTURE (Cont'd)



SNAPDRAGON CULTURE

WITH the introduction of new hybrid snapdragons, wider choice of colors and faster responding varieties as a result of increased research on this crop, snapdragons have become almost as versatile as mums in the year-round growing schedule.

Single stem culture together with improved hybrid types have enabled many growers to plan a twelve-month program which has resulted in increased profits for the producer. Briefly, here are a few of the more important points to consider when planning a year-round snapdragon program:

1—SOIL PREPARATION

A loose, porous soil containing about one-fourth peat moss by volume has been satisfactory in many ranges. Add four or five pounds of superphosphate per 100 square feet of bench area before planting. Thoroughly steam sterilize at least once a year, preferably after cutting off the summer flowering crop. Make sure the soil is uniformly moist and that a temperature of 180 deg. F. is maintained for at least one-half hour. Over-steaming will not harm the soil.

(TURN PAGE)

VARIETY RESPONSE GROUPS

GROUP A

Recommended Varieties	Recommended Flowering Period		
Rowenna (Pink)	Dec. 5	thru	Apr. 23
Commando (Purple)	Dec. 19	thru	Apr. 9
Bold Venture (Purple)	Dec. 19	thru	Apr. 9

GROUP B

White Knight (White)	Dec. 26	thru	Apr. 23
Albion (White)	Jan. 2	thru	May 7
Citation (Ivory)	Dec. 5	thru	May 14
Apollo (Ivory)	Feb. 6	thru	May 14
Golden Spike (Yellow)	Apr. 2	thru	May 28
War Admiral (Yellow)	Dec. 5	thru	May 14
Seabiscuit (Yellow)	Dec. 5	thru	May 14
Pink Ice (Pink)	Jan. 2	thru	Apr. 23
Wintergreen (Pink)	Dec. 5	thru	May 14
New Times ((Pink)	Nov. 28	thru	May 14
Crusader (Pink)	Feb. 6	thru	Apr. 23
Whirlaway (Pink)	Jan. 2	thru	Apr. 23
Prestige (Pink)	Feb. 6	thru	Apr. 23
Cavalcade (Bronze)	Jan. 2	thru	May 14
Gallant Fox (Bronze)	Feb. 13	thru	May 14
Man-O-War (Red)	Dec. 19	thru	Apr. 9

GROUP C

Spartan White (White)	Apr. 2	thru	May 28
Snowman (White)	Mar. 5	thru	May 28
Margaret (Ivory)	Feb. 6	thru	Apr. 23
Twenty Grand (Ivory)	Mar. 5	thru	May 14
Broker's Tip (Yellow)	Nov. 21	thru	May 28
Christina (Pink)	Mar. 5	thru	May 28
Jackpot (Pink)	Mar. 5	thru	May 28
Rosebud (Pink)	Dec. 5	thru	May 14
Native Dancer (Pink)	Dec. 5	thru	May 14
Showgirl (Pink)	Feb. 6	thru	Apr. 23
Navajo (Red)	Mar. 5	thru	May 14

GROUP D

Rockwood's Summer Yellow	June 4	thru	Sept. 24
Rockwood's Crystal White	June 4	thru	Sept. 24
Rockwood's Summer Pink	June 4	thru	Sept. 24

SNAPDRAGON FLOWERING SCHEDULES

(46-48° minimum growing temperature)

(60° minimum sowing temperature)

Variety Group	Sow	Plant	Spacing	Flowering
A	Aug. 13	Aug. 30	4 x 5	Nov. 29 — Dec. 18
	Aug. 23	Sept. 13	4 x 5	Dec. 13 — Jan. 1
	Aug. 30	Sept. 20	4 x 5	Dec. 27 — Jan. 15
	Sept. 2	Sept. 23	4 x 5	Jan. 10 — Jan. 29
	Sept. 6	Sept. 27	4 x 5	Jan. 24 — Feb. 12
	Sept. 13	Oct. 4	4 x 5	Feb. 7 — Feb. 26
	Sept. 17	Oct. 11	4 x 4	Feb. 21 — Mar. 12
	Sept. 24	Oct. 18	4 x 4	Mar. 7 — Mar. 19
	Oct. 1	Oct. 25	4 x 4	Mar. 21 — Apr. 2
	Nov. 8	Dec. 6	4 x 4	Apr. 4 — Apr. 16
B	Dec. 24	Jan. 24	4 x 4	Apr. 18 — Apr. 30
	Jan. 7	Feb. 2	4 x 4	May 2 — May 14
	Aug. 13	Aug. 30	4 x 5	Dec. 13 — Jan. 1
	Aug. 23	Sept. 13	4 x 5	Dec. 27 — Jan. 15
	Aug. 30	Sept. 20	4 x 5	Jan. 10 — Jan. 29
	Sept. 2	Sept. 23	4 x 5	Jan. 24 — Feb. 12
	Sept. 6	Sept. 27	4 x 5	Feb. 7 — Feb. 26
	Sept. 13	Oct. 4	4 x 5	Feb. 21 — Mar. 12
	Sept. 17	Oct. 11	4 x 4	Mar. 7 — Mar. 19
	Sept. 24	Oct. 18	4 x 4	Mar. 21 — Apr. 2
C	Oct. 1	Oct. 25	4 x 4	Apr. 4 — Apr. 16
	Nov. 8	Dec. 6	4 x 4	Apr. 18 — Apr. 30
	Dec. 24	Jan. 24	4 x 4	May 2 — May 14
	Jan. 7	Feb. 2	4 x 4	May 16 — May 28
	Aug. 13	Aug. 30	4 x 5	Dec. 27 — Jan. 15
	Aug. 23	Sept. 13	4 x 5	Jan. 10 — Jan. 29
	Aug. 30	Sept. 20	4 x 5	Jan. 24 — Feb. 12
	Sept. 2	Sept. 23	4 x 5	Feb. 7 — Feb. 26
	Sept. 6	Sept. 27	4 x 5	Feb. 21 — Mar. 12
	Sept. 13	Oct. 4	4 x 5	Mar. 7 — Mar. 19
D	Sept. 17	Oct. 11	4 x 4	Mar. 21 — Apr. 2
	Sept. 24	Oct. 18	4 x 4	Apr. 4 — Apr. 16
	Oct. 1	Oct. 25	4 x 4	Apr. 18 — Apr. 30
	Nov. 8	Dec. 6	4 x 4	May 2 — May 14
	Dec. 24	Jan. 24	4 x 4	May 16 — May 28
	Jan. 7	Feb. 2	4 x 4	May 30 — June 4
	Jan. 9	Feb. 6	4 x 4	May 28
	Feb. 20	Mar. 19	4 x 4	June 25
	Apr. 9	May 7	4 x 4	July 23
	May 21	June 18	4 x 4	Aug. 30
	July 2	July 23	4 x 4	Sept. 17

Gloeckner FLOWER SEEDS

ANTIRRHINUM SNAPDRAGONS OUTDOOR STRAINS

FOR INDOOR STRAINS SEE PAGES 3 & 4

MAJUS GRANDIFLORUM

Autumn Glow Shades—Old Rose suffused amber
Cherry Rose—A new bright color
Fiery Red—Very brilliant
Orange Shades—Deep to light orange
Pinkie—Clear rose
Rosalie—Rich deep rose; underlying tone of topaz or amber
Salmon Shades—Salmon rose, pink and amber
Shasta—Pure white
Yellow Jacket—Deep yellow
University of California Mixture

PRICE OF THE ABOVE VARIETIES

Tr. Pkt. \$.40 1/8 oz. \$.70 1/4 oz. \$1.25 Oz. \$3.75

GIANT RUFFLED TETRA

One of the most satisfactory outdoor snaps. Almost never crippled with rust. Blooming size plants are tall with thick stems which keep the spikes erect and the tips straight. Flowers large, mostly ruffled.

Candlelight—Bright yellow
Crimson—Deep velvety crimson
Pink Shades—Pink to deep rose
Sunset—Bronze, pink, primrose
Talisman Hybrids—Blend of gold, scarlet and orange
White

PRICE OF THE ABOVE VARIETIES

Tr. Pkt. \$.60 1/8 oz. \$1.50 1/4 oz. \$2.75 Oz. \$8.25

Superfine Mixture — (Tetra Snaps), erect and husky growth, medium tall with huge ruffled florets in many colors and bicolors, some veined

Tr. Pkt. \$.50 1/8 oz. \$1.25 1/4 oz. \$2.25 Oz. \$6.75

COLOSSAL STRAIN

Mixed—Full range of colors, Vigorous plants about 24-30 inches tall. Good for gardens and cut

Tr. Pkt. \$.50 1/8 oz. \$.90 1/4 oz. \$1.75 Oz. \$5.00

MAXIMUM GRANDIFLORUM

Alaska—(Snowflake)—White
Canary Bird—Canary yellow
Copper Queen—Bronzy copper blending to antique gold at the nose
Crimson—Fiery crimson
Indian Summer—Coppery orange scarlet
Swing Time—Rose pink
Velvet Giant—Deep velvet red
Yellow Giant—Deep yellow

PRICE OF THE ABOVE VARIETIES

Tr. Pkt. \$.40 1/8 oz. \$.70 1/4 oz. \$1.25 Oz. \$3.75

F2 HYBRIDS

Kings Court Mixed—Free flowering, tall and vigorous containing a complete range of colors

Mardi Gras Mixed — Early husky plants in a well blended mixture of colors

Tr. Pkt. \$.50 1/8 oz. \$.70 1/4 oz. \$1.25 Oz. \$3.75

NANUM GRANDIFLORUM

Avalanche—Pure white
Golden Monarch—Golden yellow
Orange Glow—Orange
Red Emperor—Rich deep scarlet
Rose Eclipse—Rose pink
Royal Rose—Deep rose
Saint George—Orange cerise
Finest Mixed

PRICE OF THE ABOVE VARIETIES

Tr. Pkt. \$.50 1/8 oz. \$.85 1/4 oz. \$1.50 Oz. \$5.50

SNAPDRAGON CULTURE (Cont'd)

SEED GERMINATION

Snapdragon seeds should germinate in about seven days from the time they are sown. Maintain a constant temperature of 65 to 70 deg. F. and keep the medium uniformly moist especially the top one-half in the flat.

Use neutral peat which has been shredded and screened, or any other loose, porous mixture for your propagating medium. For surest results, the mixture should be steam sterilized in the flats before sowing the seeds. When the seeds have germinated, give them increasingly more sun and ventilation.

3—DIRECT BENCHING

Consistently good results have been obtained by direct benching from seedling flats. You can do this safely about three weeks from the sowing date. Direct benching saves time and labor and invariably results in more vigorous plants, since there is no hardening or check in growth as sometimes happens when seedlings have been banded or potted.

4—SPACING

When benching, space single-stem crops 4 x 5 inches and pinched crops 6 x 8 inches. Some growers will allow an 8 x 8 inch distance on February and March crops because of the lower light intensities during that period.

5—TEMPERATURE

Night temperatures of 50 deg. F. with a gradual reduction to 45 deg. F. during the last month of the crop is practiced by many snapdragon growers. Vegetative growth is faster at 50 deg. F. than at 45 deg. F., but spikes will be of a higher quality when finished at the cooler temperatures. During prolonged periods of cloudy weather on winter crops, the night temperatures should GRADUALLY be lowered or weak growth will result.

6—FERTILIZATION

Maintain a level of about 20 ppm nitrogen and potash (Spurway) during the early stages of growth. Gradually taper off nitrogen feedings when spikes appear. Liquid feedings of 15-30-15, 20-20-20, etc., one every two weeks, are adequate at the rate of one ounce in five gallons of water—(one-half pound per 100 gallons).

Summer-flowering crops should be fed heavier than the above schedule to keep pace with the faster rate of growth.

Gloeckner FLOWER SEEDS

7

AGATHEA — (BLUE DAISY)

	Tr. Pkt.	1/4 oz.	Oz.
Coelestis —The lovely, free flowering blue Marguerite	\$.30	\$.90	\$2.70

AGERATUM

	Tr. Pkt.	1/4 oz.	Oz.
Blue Ball Improved — Dwarf and compact. Uniform rich blue color	\$.40	\$1.30	\$4.25
Blue Cap —Rich blue, very compact	.40	1.20	3.60
Blue Mink —(Tetra)—Giant blooms on husky plants60	3.00	9.00
Blue Perfection —Dark blue25	.50	1.65
Fairy Pink —Soft salmon pink, 10-12 inches60	1.85	6.50
Little Blue Star —6 inches high, fine for bedding25	1.00	3.50
Midget Blue —Very dwarf with delicate fine foliage; blue flowers.....	.50	1.80	6.00

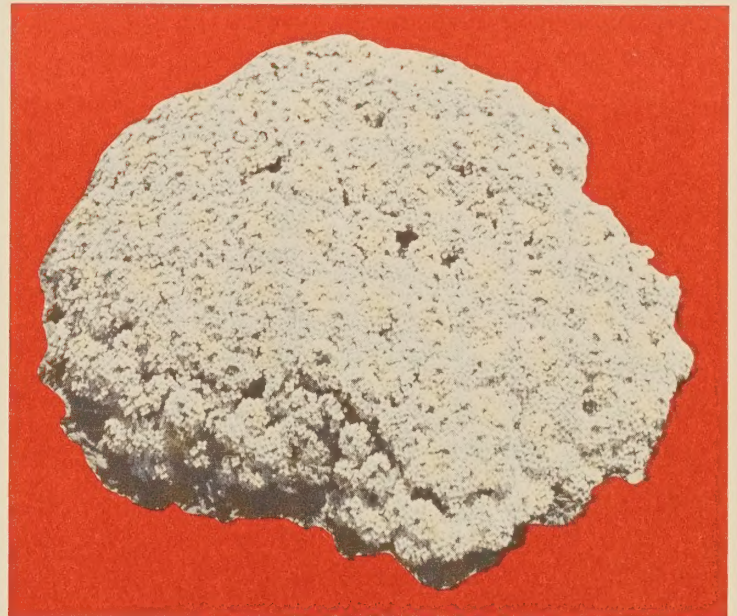


AGERATUM BLUE MINK

ALYSSUM

We can highly recommend these strains of Alyssum. Of special merit is our selected strain of "Bouquet" which is considered one of the most dependable on the market.

	Tr. Pkt.	Oz.	1/4 lb.
Bouquet — (Carpet of Snow — Procumbens) best dwarf variety.....	\$.20	\$1.00	\$3.25
Little Gem —Dwarf and compact.....	.20	1.00	3.00
Royal Carpet —(Procumbens) Rich purple40	3.90	13.00
Violet King —Deep violet flowers. Very compact growth45	4.50	15.00
Violet Queen — Dwarf compact, rich deep shades of violet.....	.25	1.80	6.00



ALYSSUM BOUQUET

AMARANTHUS

	Tr. Pkt.	Oz.
Molten Fire — Leaves are iridescent crimson	\$.25	\$2.25
Tri-Color Splendens — (St. Joseph's Coat) Yellow, red and green foliage—3 ft.....	.25	1.80

ASPARAGUS

New Crop Seed Ready in Mid-February

	1000 Seeds	5000 Seeds
Plumosus Nanus	\$2.50	\$10.00
Sprengeri	2.50	10.00

Gloeckner FLOWER SEEDS

ASTERS

BODGER'S WILT-RESISTANT STRAINS QUEEN OF THE MARKET

These well-known early flowering Asters are of branching habit, about 20" tall, blooming mid-July.

Azure Blue	Light Blue or Lavender
Ballet Queen—Deep salmon rose	Peach Blossom — Flesh pink
Crimson	Rose
Dark Blue or Purple	White
	Finest Mixed

AMERICAN BRANCHING

Plants 2 to 2½ feet tall, branching, robust, flowers large, double and fine form. Flowers late August and early September.

Azure Blue or Dark Lavender	Rose
Crimson	Sensation—Scarlet
Heart of France— Scarlet crimson	Shell Pink — (Mary Semple)
Peach Blossom	White—Extra select, long stems
Purple	Finest Mixed

EARLY ROYAL BRANCHING

Plants branching 2 to 2½ feet, blooming mid-August, directly following the Queen of the Market.

Azure Blue or Dark Lavender	Purple
Deep Rose	Shell Pink
Peach Blossom— Lavender pink	White
	Finest Mixed

	Tr. Pkt.	¼ oz.	Oz.	¼ lb.
PRICES ABOVE:	\$.40	\$.65	\$2.00	\$7.00

GIANT PRINCESS (Wilt Resistant)

A new giant strain of this very attractive Aster. Makes a good cut flower.

Cissa — Bright Crimson
Edeltraud — Cream
Eva — Dark Blue
Gabriele — Peach Blossom
Sonja — Salmon Pink with Gold

	Tr. Pkt.	¼ Oz.	Oz.
PRICES ABOVE:	\$1.00	\$1.50	\$4.50

AMERICAN BEAUTY

Blooms from August and continues until frost. The large and double flowers are produced on long heavy stems; plants 2 to 3 feet high.

Azure Fairy— Dark lavender	September Beauty— Shell pink
Crimson	Silvery Rose
Deep Rose	White
Purple	Finest Mixed

	Tr. Pkt.	¼ oz.	Oz.	¼ lb.
PRICES ABOVE:	\$.50	\$.90	\$3.00	\$10.00

DWARF QUEEN

Early-flowering, 10-inch tall plants. Dwarf base-branching plants with large flowers produced in abundance. For pot plants must be grown under additional light in the spring, the same as any Royal type used as a cut flower. Can be grown either one plant or three per five or six inch pot. Sufficient feeding and spacing is essential.

Crimson—Crimson red	Light Blue—Lilac blue
Deep Blue—Violet blue	Rose—Rose pink
Deep Scarlet—Bright deep scarlet	White—Pure white Mixed

	Tr. Pkt.	¼ oz.	Oz.
PRICES ABOVE:	\$.60	\$1.00	\$3.25

SUPER GIANT (Non-Resistant)

This is the largest and most fully double Aster class known. Plants about 2½ feet tall.

El Monte—Crimson	Los Angeles—Shell pink
------------------	------------------------

	Tr. Pkt.	¼ oz.	Oz.
PRICES ABOVE:	\$.40	\$.85	\$3.00

SHAGGY TYPES

The interlaced petals of the Asters in this group produce an attractive fluffy or shaggy flower that you will find distinctive and popular.

EARLY GIANT

Flowers are of the large Giant of California type, while the plants are shorter, about 1½ feet in height. This class is early blooming, coming into flower by the first week in September.

Azure Blue	Peach Blossom
Crimson	Rose Marie—Rich rose
Light Blue	White
	Mixed

	Tr. Pkt.	¼ oz.	Oz.	¼ lb.
PRICES ABOVE:	\$.50	\$1.25	\$3.75	\$12.50

IMPROVED CREGO

Plants robust, branching about 2½ feet tall, flowers large, double and well formed, one of the finest varieties for all purposes. Blooming mid-August.

Azure Blue	Peach Blossom
Blue Flame—Rich blue	Shell Pink
Crimson	Purple or Dark Blue
Deep Rose	White
Light Blue—Lavender	Finest Mixed

	Tr. Pkt.	¼ oz.	Oz.	¼ lb.
PRICES ABOVE:	\$.40	\$.65	\$2.00	\$7.00

Gloeckner FLOWER SEEDS

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FLORIST STRAIN (Wilt Resistant)

Used by large commercial specialists in Asters because they have fully double flowers and lack half-single kinds with large open heads.

Azure Ball—Fully double light blue.

Early Pink Ball—Light shell pink. Week earlier than Pink Ball.

Pink Ball—Large 3½ to 4-inch double flowers on long stems. Rarely shows any center. Blooms mid-August. Excellent flowered under lights in early spring. Needs little disbudding as laterals are few.

Phlox Ball—Double medium large flower of a soft peach blossom pink color.

Rose Ball—Fully double flowers of a good rich rose. Flowers large and solid.

Purple Ball—Similar to Rose Ball but good deep purple.

White Ball—The large pure white flowers of this new Aster are exceptionally double and borne on stiff stems. Blooms late August.

PRICES ABOVE:

Tr. Pkt. \$1.75 ¼ oz. \$3.20 1 oz. \$9.60

VARIOUS RESISTANT VARIETIES

	Tr. Pkt.	¼ oz.	Oz.
Ball White Late — American Branching White 2½ to 3 feet long stems. Early Sep- tember	\$.40	\$.65	\$2.00
Ball Deep Rose —Royal—Bright deep rose, 2½ to 3 feet branching. Mid-August.....	.40	.65	2.00
Ball Purple — Royal—Deep bright purple, 2½ to 3 feet branching. Late August.....	.40	.65	2.00
Powderpuffs — Upright branching 2 feet high. August bloom. Mixed colors	1.00	2.00	5.00

Aster Rainbow Pink—(New)—The single flowers, excellent for cutting are a pure rose pink. Plants about 28" tall, upright and compact.

Tr. Pkt. \$.40 ¼ oz. \$.65 Oz. \$2.00

SINGLE CHINENSIS (Wilt Resistant)

Plants 1½ to 2 feet tall, flowers daisylike, petals wide and closely placed, blooms in late August.

	Tr. Pkt.	¼ oz.	Oz.
Branching Single Rainbow Mixed	\$.30	\$.50	\$1.75
Upright Single Rainbow Mixed40	.65	2.00



ASTER PINK BALL

BELLS OF IRELAND (Molucella Laevis)

The branching stems are covered with pale green sheaths. May be grown in greenhouse benches, pots or outdoors where the season is long.

Tr. Pkt. \$.40 ¼ oz. \$1.00 Oz. \$3.00

BEGONIA

—(See next page)

BALSAM

	Tr. Pkt.	¼ oz.	Oz.
Double Bush Flowering —Flowers appear in clusters at the top of the stems making these an attractive spring scales items in small pots. 3000 seeds per ounce. Scarlet, Rose, White, Mixed	\$.40	\$.75	\$2.50
Double Camellia Flowered Mixed15	.30	1.00

BROWALLIA

Speciosa Major—Violet-blue flowers 1½ inches across, are carried on 10 to 12-inch stems. Standard pot variety.

Tr. Pkt. \$1.00 1/16 oz. \$2.25 ⅛ oz. \$4.00 ¼ oz. \$7.50

CALENDULA

August sowing flowers December to February. Early October sowing to follow Chrysanthemums blooms February and March. January sowing blooms April and May.

	Tr. Pkt.	¼ oz.	Oz.	¼ lb.
Ball's Gold —Golden yellow.....	\$.50	\$1.00	\$3.00	\$9.00
Ball Long Orange Improved — Bright orange with light eye50	1.00	3.00	9.00
Ball Orange — Glowing orange50	1.00	3.00	9.00
Lemon Queen — Deep lemon yellow with dark brown eye50	1.00	3.00	9.00
Masterpiece —Clear orange flower with dark center50	1.00	3.00	9.00
Nova —Single yellow flower with dark center resembling a Gerbera35	.75	2.50	
Orange King — Dwarf variety, deep orange with dark eye35		1.00	3.00
Sensation or Campfire Improved —Brilliant orange scarlet sheen.....	.50	1.00	3.00	9.00
Supreme — Orange with dark brown centers50	1.00	3.00	9.00

CONTINUOUS FLOWERING OF ASTERS

Sow Seeds	Pot Seedlings	Bench Plants	Flowering Date Approximate
Dec. 20	Jan. 10	March 1	May
Feb. 1	Feb. 20	April 1	June
March 15	April 10	May 15	July
April 20	May 10	June 15	August
May 20	June 10	July 15	September
June 10	July 1	Aug. 15	October
June 20	July 15	Aug. 20	November
July 10	Aug. 1	Sept. 1	December
July 15	Aug. 10	Sept. 15	January
August 15	Sept. 10	Nov. 1	February
Sept. 10	Oct. 1	Dec. 1	March
Oct. 20	Nov. 15	Jan. 1	April

Plants must be given additional light between September 1 and May 1 regardless if they are in seed flats or in the bench. If the plants are not lighted while in small pots, they develop a rosette of leaves and growth of the stem and flowers is delayed. Plants should be lighted until the first flowers show color.

Low wattage bulbs will suffice for additional light. On a four-foot bench, 40-watt lamps spaced 6 feet apart and about 24 inches above the plants will give ample light for this crop.

ADDITIONAL LIGHTING SCHEDULE

3 hours during the months of September, October, March and April.

4 hours during the months of November and February.

5 hours during the months of December and January.

BEGONIA

FIBROUS ROOTED

■ F1 HYBRIDS

INTERMEDIATE CLASS

	Tr. Pkt.	1/64 oz.	1/32 oz.
Indian Maid —Red flowers, deep bronze shiny foliage	\$1.25	\$2.75	\$5.00
King of the Reds —Red flowers, green foliage	1.25	2.75	5.00
Lucifer —Scarlet flowers, dark red foliage	1.50	4.50	8.00
Luminosa —Deep scarlet, red-brown foliage	1.25	3.50	6.00
■ Pink Profusion —Rose flowers, green foliage	1.50	4.50	8.00
Prima Donna —Flowers carmine, foliage tinged red	1.25	2.25	3.75
Salmon Queen —Salmon shaded rose flowers, green foliage	1.25	2.50	4.50
Scandinavian Pink —Rose pink, dark green foliage	1.25	3.00	5.50
Scandinavian Red —Red, dark green foliage	1.25	3.00	5.50
Scandinavian White	1.25	3.00	5.50
■ Stuttgart —Carmine rose, dark red foliage	1.50	4.50	8.00
White Pearl —White flowers, green foliage	1.25	2.50	4.50

TALL CLASS

	Tr. Pkt.	1/64 oz.	1/32 oz.
Christmas Cheer —Crimson scarlet flowers, foliage green	\$1.00	\$2.20	\$3.75

DWARF CLASS

	Tr. Pkt.	1/64 oz.	1/32 oz.
Adeline —Rose pink, green foliage	\$1.50	\$3.25	\$6.00
Dwarf Carmen —Light pink with dark bronze foliage, Very compact	1.50	3.50	6.50
Helena —Carmine scarlet, foliage green, growth pyramidal	1.50	4.50	8.00
Luminosa Compacta —Scarlet red, foliage green	1.50	3.50	6.00
■ Pink Pearl —Hybrid F1, Rich pink	1.50		
■ Red Pearl —Hybrid F1, Scarlet red	1.50		
■ Rosy Red —Hybrid F1, Green foliage	1.50		
Saga —Bright scarlet	1.50	4.00	7.50
■ Sleeping Beauty —Bright carmine, free flowering, dark green foliage	Pkts. only 1.50		
■ Tausendschoen —Hybrid F1, Lustrous rose pink	Pkts. only 1.50		
■ Tausendschoen Red —Dark deep red counterpart of Tausendschoen	Pkts. only 1.50		
■ Organdy —Mixed hybrids	Pkts. only 1.50		

Fibrous Begonias are a necessity item for spring bedding sales. They are used extensively in combination work and are also popular house plants throughout the year.

Production from seed is simple. January sowing produces plants for spring bedding work. The fine seed is lightly pressed into a sterilized fibrous medium. The seed is kept moist, not covered, and germinates best at 60 to 70 degrees. An economical method has been to shift the seedlings to flats spaced 2 x 2 inches and grow them on until they become crowded. Then transfer to 3- or 4-inch pots.

Potting soil should contain one part peat, one part sand and one part soil—a fibrous medium that will not pack is essential. To keep the plants moving, a temperature of 60 degrees is best. The plants do well in shade or full sun, but are best shaded during the summer.

Try monthly sowings from August to March for a constant supply to meet your customer's demand.



TUBEROUS ROOTED BEGONIAS

	Tr. Pkt.
Mixed —Camellia flowered double type, plants 1½ ft. tall	\$3.00

Gloeckner FLOWER SEEDS

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CALCEOLARIA

GILBERT'S STRAINS

This is an improvement over the original Multiflora Nana type. Compact habit of growth; good selection of colors in the mixture; excellent foliage.

AVAILABLE PACKETS ONLY

	Tr. Pkt.
Multiflora Nana Red	\$2.50
Multiflora Nana Yellow	2.50
Multiflora Nana Mixed	2.50
Triumph Strain (Grandiflora) — Large flowered strain, the best in its class	2.50

REGULAR STRAIN

	Tr. Pkt.	1/64 oz.	1/32 oz.
Multiflora Nana Mixed — Dwarf growth with large compact heads of medium sized flowers. This fine strain contains a good range of colors	\$1.25	\$5.00	\$9.00

The soil used in germinating the seeds should be made up of two parts leaf mold, two parts well-rotted manure, two parts soil, and one part sand. Sterilize the soil and flat with steam to eradicate all disease.

Sow the seeds lightly over the surface and cover the flat with a suitable covering. Calceolaria will germinate better when the temperature is cool, therefore, well-shaded locations are better. August sowing will make large plants for May, while November sowing will make good 4-inch plants. Some growers have used the wick irrigation method to germinate the seed with very good results.

CALLIOPSIS DWARF

This annual is very free flowering and recommended for bedding. If continued flowering is wanted old flowers must be removed.

	Tr. Pkt.	Oz.
Golden Wane—Golden yellow with red zone.....	\$.20	\$.60
Dwarf Varieties Mixed20	.60

CANDYTUFT DWARF COMPACT

	Tr. Pkt.	1/4 oz.	Oz.
"Fairy Mixed" (New)—Plants 8-10" tall. Uniform in height and spread.....	\$.50	\$1.00	\$3.00

GIANT HYACINTH FLOWERED

	Tr. Pkt.	Oz.	1/4 lb.	Lb.
White—Improved florist strain	\$.25	\$.90	\$3.00	\$10.00
Ruffled White	Tr. Pkt.	1/4 oz.	Oz.	
	\$.50	\$1.50	\$4.50	
Iceberg50	1.50	4.50	

A reselected strain with large blooms and individual florets.

UMBELLATA TYPE

Crimson—Purplish red	Rose Cardinal—Deep red
Flesh—Flesh pink	Rose—Soft rose
Lavender or Lilac	White
Tr. Pkt. \$.20	Oz. \$.55
	1/4 lb. \$1.75

CARNATION

(ENFANT DE NICE)

One of the best annual Carnations. Plants are strong, robust growers bearing flowers 2½ to 3 inches in diameter on good stiff stems. Do not expect over 75% to come true to color or better than 90% double flowers.

White, Salmon, Rose, Red, Spectrum Red, Yellow Mixed (Formula Blend)

PRICES ABOVE:

Tr. Pkt. \$.50	1/8 oz. \$2.25	1/4 oz. \$4.00
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CELOSIA—See page 12

CENTAUREA

CYANUS (Bachelor Button)

Listed below are the finest improved Florist strains of Centaurea cyanus. The flowers are large, fully double and the colors intensified. The long stems of this strain make them excellent for cut flower purposes. May be used for greenhouse flowering in spring, or sown outdoors in fall for flowers in June and July.

Blue Boy—Excellent for forcing Pinkie—Deep pink
Snowman—Clear white Red Boy—Deep red

PRICES ABOVE:

Tr. Pkt. \$.20	Oz. \$.65	1/4 lb. \$2.20	Lb. \$6.50
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IMPERIALIS (Sweet Sultan)

Brilliant Rose Suaveolens (Yellow Sweet Sultan)
Deep Lavender — Large bright yellow flowers,
Delicate Lilac popular for cutting

PRICES ABOVE:

Tr. Pkt. \$.25	Oz. \$1.00
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AMERICANA

	Tr. Pkt.	Oz.
Lilac—Thistle-like blooms of rosy-lavender color. Splendid for cutting	\$.20	\$.75
White—White form of the above.....	.20	.75

DUSTY MILLERS

(White-Leaved Types for Border Work)

	Tr. Pkt.	1/4 oz.	Oz.
Candidissima — (Lamb's Ear) Silvery grey foliage	\$.60	\$1.25	\$4.00
Gymnocarpa — (Fern Leaf) Fine Silvery foliage20	.35	1.00

CHERRY

(CHRISTMAS)

	Tr. Pkt.	1/4 oz.	Oz.
Masterpiece — Round red fruits freely produced on uniform bushy plant	\$.50	\$1.25	\$3.75

CHRYSANTHEMUMS

(ANNUAL)

Another group which is finding favor with florists for cut flower material. Chrysanthemums last remarkably well as a cut flower, but for best results keep them in water 24 hours before marketing. Sow in mid August to follow early Chrysanthemums. Responds very well to additional light.

	Tr. Pkt.	Oz.
Merry Mixture—(Gay Tricolors)	\$.40	\$2.25

CINERARIA—See next page

CLARKIA

(ELEGANS DOUBLE)

For spring flowering sow in early January and grow in shallow soil in flats or benches. Keep plants on the dry side as vigorous growth is not wanted.

	Tr. Pkt.	Oz.
Mixed	\$.20	\$1.25

Gloeckner FLOWER SEEDS

CELOSIA



TOREADOR

PLUMOSA

	Tr. Pkt.	1/4 oz.	Oz.
Fiery Feather —(Dwarf) Similar to Flame of Fire, but with somewhat smaller plumes more freely produced in attractive pyramid...	\$.40	\$1.30	\$4.25
Flame of Fire —Fiery red50	1.50	
Forest Fire — Orange scarlet. A beautiful feathered celosia50	1.50	4.50
Golden Feather — Dwarf same as Fiery Feather, but with golden yellow plumes40	1.30	4.25
Golden Plume —4 ft. golden yellow30	.60	2.00
Lilliput Choice Mixed — Dwarf uniform growth50	1.50	4.25
Pride of Castle Gould —Mixed deep crimson to light yellow30	.95	3.30
Thompsonni Magnifica Mixed35	.70	2.25
Scarlet Plume —4 ft. scarlet30	.60	2.00

CRISTATA

	Tr. Pkt.	1/4 oz.	Oz.
Dwarf Golden Yellow (Aurea)	\$.30	\$.80	\$2.50
Dwarf Express — Deep scarlet bronzy green foliage30	.80	2.50
Semi-Dwarf Firebrand — Large scarlet crimson comb, uniform dwarf growing habit	\$.30	\$.80	\$2.50
Toreador — Uniform strain with red combs and green leaves; 12 inches tall75	2.00	6.00
Gilbert's Maple Gold —Beautiful combs varying in color from light to dark pink tipped with Gold. Originators Tr. Pkt. (300 seeds).....			\$.50

CINERARIA



CREMER'S PRIZE STRAIN

This strain has been greatly improved by the originator—has small foliage that is wilt-proof with tremendous heads of flowers of the brightest colors.

Tr. Pkt. \$1.50 1/32 oz. \$4.00 1/16 oz. \$7.50

Siter's Hybrids

Trade Mark

They are a distinct improvement over the original Siter's Strain, and because they are Hybrids from original crosses, cannot be offered by anyone but the originator.

This is an entirely new group of Cineraria Hybrids, blended for a perfect combination of colors, ranging from bright-eyed types through the finer pastel shades.

These new types carry large flower heads with medium, large individual flowers.

Seed for 1000 plants.....\$10.00
Seed for 500 plants.....\$ 5.00

MULTIFLORA GRANDIFLORA NANA MIXED (Improved German Strain)

This is an outstanding German Strain consisting of a beautiful color assortment of bright-eyed types.

Tr. Pkt. \$2.50 1/64 oz. \$10.00 1/32 oz. \$19.00

Positively do not use soil that was previously used for Mums and especially so if your Mums were affected with Verticillium wilt or Seidewitz disease. CINERARIAS are attacked by this wilt which is a soil-borne fungus. It will cause the lower leaves to wilt and die and then gradually kill the entire plant. The only prevention for this trouble is to use new field soil from seeds flats to finished pot. It is recommended to steam sterilize soil.

CYCLAMEN



Gloekner STRAIN

This strain is produced by one of the foremost Cyclamen specialists in Europe and is considered outstanding.

An asterisk has been placed before the colors considered the best of the newer shades.

	Per 100	1000
*1. Bright Red	\$1.90	\$17.50
2. Light Pink	1.90	17.50
3. Rose of Marienthal—Pink with dark eye	1.90	17.50
4. Lilac	1.90	17.50
5. White with Dark Eye	1.90	17.50
*6. Pure White	1.90	17.50
7. Glory of Wandsbek or Perle of Zahlendorf—Dark salmon	2.40	20.00
8. Rose of Zehlendorf—Light salmon.....	2.40	20.00
9. Vermilion	2.50	22.00
10. Aurora—Salmon with ivory sheen...	2.50	22.00
11. Rococo—Salmon shades fringed rim	2.50	22.00
12. Bonfire	2.50	22.00
*13. Golden Salmon	2.50	22.00
*14. Silver Salmon	2.50	22.00
*15. Salmon Pink with White Rim.....	2.50	22.00
*16. Harlequin—Pink with dark stripes....	2.50	22.00
17. America	2.50	22.00
18. Victoria—Fringed red selvage dark eye	2.50	22.00
19. Saffron—Red with salmon sheen.....	2.50	22.00
*20. Exquisite—Salmon pink with white rim	2.50	22.00
*21. Apple Blossom	2.50	22.00
*22. Peach—Purest peach blossom color	2.50	22.00
*23. Cattleya—Pale lavender lilac blue...	2.50	22.00
*24. Sunset—Beautiful strong orange.....	2.50	22.00
25. Dark Red	1.90	17.50
27. Bordeaux—New red shade	2.50	22.00
28. Pink with Salmon Eye	2.50	22.00
29. Saffron with Silver Rim	2.50	22.00

AMERICAN STRAIN

	Per 100	1000
Bonfire or America—Fiery salmon.....	\$2.30	\$21.00
Bright Red	1.75	16.00
Dark Blood Red	1.75	16.00
Glory of Wandsbeck or Perle of Zehlendorf—Dark salmon	2.25	20.00
Orange Beauty—Orange vermillion	2.30	21.00
Pink Pearl	2.30	21.00
Pure Rose	1.75	16.00
Pure White	1.75	16.00
Rose of Marienthal—Soft rose carmine eye	1.75	16.00
Rose of Zehlendorf—Light salmon.....	2.25	20.00
Salmon Rose Imp.	2.25	20.00
Salmon Scarlet	2.30	20.00
White with Carmine Eye.....	1.75	16.00

DAURNHEIM STRAIN

	Per 1000
Four separate colors available at.....	\$28.00

COLEUS

Windsor Hybrids (Improved Rainbow Strain) — Exceptionally fine strain containing an unusually bright assortment of colors.

Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.
\$1.75	\$2.75	\$5.25	\$9.50

CROSSANDRA

Attractive foliage and flower spikes of bright salmon florets make this an interesting plant. Sow seed any time. Most easily started in spring, however. Flowers in six to nine months. Grow at 65 degrees in rich, well-drained soil. 50 seeds \$2.00 200 seeds \$6.00

COSMOS (Sensation)

	Tr. Pkt.	Oz.
Pinkie—Delightful rose pink.....	\$.25	\$1.15
Purity—Glistening white25	1.15
Crimson—Deep red selection of Sensation30	1.30
Radiance—Deep rose with band of rich crimson30	1.60
Sensation Early Mixed — Flowers earlier than other varieties. Wide color range50	3.50
Mixed25	1.15

HYBRIDA KLONDYKE

	Tr. Pkt.	Oz.
Fiesta—Brilliant gold striped scarlet	\$.35	\$2.25

CUPHEA

7000 Seeds per doz.

Firefly—As a spring pot or bedding item, easily produced from seed. Reach a height of twelve inches covered with scarlet flowers.

Tr. Pkt.	\$.25	1/8 oz. \$.75	1/4 oz. \$1.35
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DAHLIAS

	Tr. Pkt.	1/4 oz.	Oz.	1/4 lb.
Unwin's Dwarf Ideal Bedding Mixed — Early flowering semi-double, 18 inches, in a wide range of colors	\$.40	\$.80	\$2.50	\$7.50
Coltness Hybrids — Dwarf single type, very free flowering, height 2 feet, choice mixed colors30	.50	1.75	

Gloeckner FLOWER SEEDS

DELPHINIUM

PACIFIC STRAIN (VETTERLE & REINELT)

This is the finest strain of Delphinium yet introduced. From our personal observation in the field, we find this has unquestionably proven to be the leader in Delphiniums of the better type. The flowers are immense in size, well set on strong, straight stems, do not shatter, and are 40 to 90% mildew resistant. July or August sowing and transplanting into the field during the fall will produce an early crop with large spikes. Delphiniums require a well-drained soil, neutral in reaction. January sowing will produce flowers during the summer.

ASTOLAT SERIES

The color variations in this series extend from pale blush through lilac pink to deep raspberry rose. Large brown, fawn and black bees blend interesting contrast.

BLACK KNIGHT

The individual florets, 2 to 3" in diameter, are **Dark Purple**, beautifully rounded form with heavy velvety texture. Very large well formed spikes.

BLUE BIRD SERIES

This series can be recommended as being the **clearest medium blues with white bees**. They carry well formed round flowers 2 1/4 inches in diameter on very long, graceful spikes.

BLUEJAY SERIES

Color striking. **Clear medium to dark blue**. Very intense and alive with contrasting bee.

CAMELIARD SERIES

A **pure lavender self**, with **white bee**, individual flowers are very round and flat. Excellent growing habits.

GALAHAD SERIES

Flowers **Clear White**, averaging three inches in diameter, pyramidal spikes, good branching habit, strong stems with a high percentage of mildew resistance.

GUINEVERE SERIES

Light Pink Lavender self with **white bee**. Individual florets 2 1/2 to 3 inches in diameter. For cut flowers and show purposes. Mildew resistance—50 to 70%.

KING ARTHUR

Brilliant Royal Violet with large **white bee**. Individual florets 2 1/2 inches in diameter. Excellent for cut flowers. Mildew resistance from 80 to 90%.

LANCELOT SERIES

Clear Lilac self with **white bee**.

PERCIVAL SERIES

A companion to the Galahad Series. Large **glistening white flowers** with strongly contrasting **black bee**.

ROUND TABLE SERIES

This represents **all the color combinations of the Knights and their Ladies** which will eventually be introduced. Some three hundred different crosses were used to make up this group.

SUMMER SKIES SERIES

Clearest Light Blue with **white bee**. Individual florets 2 to 2 1/2 inches in diameter. Ideal for cut flower purposes. Mildew resistance—40 to 60%.

ALL COLORS MIXED

A blend containing all named colors mentioned above.

Prices for all the above varieties except where noted:

Tr. Pkt. \$2.00 1/8 oz. \$3.00 1/4 oz. \$5.50 Oz. \$20.00

OTHERS STRAINS

	Tr. Pkt.	1/4 oz.	Oz.	1/4 lb.
Blackmore — Langdon Strains	\$.40	\$1.25	\$3.75	\$12.50
Cliveden Beauty (Improved Belladonna) — Selected strain. Turquoise blue.....	.40	1.25	3.75	12.50
Bellamosum — Dark blue. Belladonna habit of growth40	1.25	3.75	12.50
Gold Medal Hybrids — Large flowering. Tall.....	.35	1.00	3.00	
Lamartine — Fairly deep bright marine blue. Excellent cut flower habit....	.55	1.50	5.00	
Wrexham Hybrids — Blending of light and dark shades60	1.75	6.00	

CHINESE TALL FLORIST STRAINS

	Tr. Pkt.	Oz.
Alba—Pure white	\$.25	\$1.50
Cambridge Blue—Azure blue40	2.75
Liberty—Dark blue25	1.50



GLOXINIA

From the time the seed is sown six months is required to mature this plant.

	Tr. Pkt.
Beacon Fire—Light and dark red mixed.....	\$1.25
Emperor Wilhelm—Purple bordered white.....	1.25
Gierths White—Pure white	1.25
Hamburger Blood Red	2.00
Hammonia—Dark red, light border	1.25
Holstein Blut—Blood red	2.00
King of the Giants—Velvety crimson	1.25
Panzer Red—Velvety scarlet (originator's strain)...	3.00
Roi des Rouges—Red	1.25
Switzerland—Red with white border	1.25
Symphony in Rose—Deep rose with white border	1.25
Mixed—This mixture consists of the most desirable Florist strains of the flexible leaf type.....	1.25

DIANTHUS HEDDEWIGII LACINATUS

	Tr. Pkt.	Oz.
Gaiety—Single flowers in a wide range of gay and brilliant colors. The deeply cut petals give the flowers a lacy appearance	\$.35	\$2.50
Sweet Wivelsfield (Single Mixed)—Brilliant colors. Free flowering25	1.25

DIDISCUS

	Tr. Pkt.	Oz.
Responds to Additional Light.		
Coerulea—(Blue Laceflower)	\$.30	\$2.50

DIMORPHOTECA (African Daisy)

	Tr. Pkt.	Oz.
Aurantiaca—Golden orange. Splendid for cutting; well adapted for forcing	\$.25	\$1.25
Aurantiaca Hybrid Mixed25	1.25

DRACAENA

	Lb.	1/4 lb.	Tr. Pkt.	Oz.
Indivisa—Narrow green leaves. The popular kind for bedding or vases	\$5.50	\$1.65	\$.20	\$.55

EUPHORBIA

	Tr. Pkt.	Oz.
Variegata—(Snow on the Mountain).....	\$.15	\$.50

EXACUM

	Tr. Pkt.	1/128 oz.	1/64 oz.
Affine—An attractive and easily grown pot plant. The violet-blue flowers are fragrant	\$1.25	\$3.25	\$6.00

FEVERFEW (Matricaria)

	Tr. Pkt.	1/4 oz.	Oz.
Double White Improved—Selected florist strain	\$1.00	\$6.00	\$18.00

FREESIA

The method of producing Freesias from seed is gaining popularity. Sown in frames the middle of May, bulbs can be lifted in September. Large long-stemmed flowers are obtained in January. Soak seed prior to planting. Cover with sash until plants are up, then gradually give air.

Best European Strains. Prices on request.



GAILLARDIA PICTA

	Tr. Pkt.	Oz.
Indian Chief—Single bronzy red	\$.20	\$1.00
Double Lorenziana—Finest mixed20	1.00
Single Mixed20	1.00

GERBERA (Transvaal Daisy)

Hybrids Mixed—A selected strain of fully duplexed flowers containing all colors but blue.

100 seeds \$.65 1000 seeds \$5.50 5000 seeds \$25.00

GOMPHRENA (Globe Amaranth)

An attractive everlasting garden flower with some value for cutting. Stands hot, dry conditions.

	Tr. Pkt.	1/4 oz.	Oz.
Rubra — Bright deep shade of magenta purple	\$.15	\$.35	\$1.10
Buddy—Dwarf strain for bedding, pots and combinations. Bright reddish-purple30	.75	2.25

GREVILLEA (Silk Oak)

March sowing will make a good sized specimen by Fall. June sowing will make 2 1/4 inch pot plants ideal for use in panning poinsettias.

	Tr. Pkt.	1/4 oz.	Oz.
Robusta—A splendid foliage plant	\$.40	\$1.35	\$4.50

GYPSOPHILA (Baby's Breath)

Free blooming plants of easiest culture. Desirable for cutting to mix with other flowers.

	Oz.	1/4 lb.	Lb.	5 lbs.
Convent Garden Strain—Pure white	\$.30	\$.75	\$2.50	\$10.00
London Market Improved.....	.30	.75	2.50	10.00

HELIANTHUS (Double Sunflower)

	Tr. Pkt.	Oz.
Sun Gold — Brilliant golden yellow, large double flowers, free flowering. 100% double; 4 to 5 feet tall. Fine for large basket work. Well worth a trial	\$.20	\$1.00

HELICHRYSUM MONSTRASUM

	Tr. Pkt.	Oz.
Mixed	\$.20	\$1.00

Gloekner FLOWER SEEDS

IMPATIENS

Excellent bedding plant for shady locations that also makes good winter and spring pot plants. Blooms year-around as pot plant.

DWARF TYPES

	Originator's Packets	
Fire Gleam—Cinnabar scarlet	Tr. Pkt.	Oz.
Fire Glow—Dark scarlet	Tr. Pkt.	Oz.
Orange Gleam—Vermilion	Tr. Pkt.	Oz.
Scarlet Gleam—Carmine scarlet	Tr. Pkt.	Oz.

TALL GROWING TYPE

	Tr. Pkt.	1/16 oz.	1/8 oz.
Sultani Hybrids Mixed	\$.50	\$1.60	\$2.00

IPOMEA (Morning Glory)

	Tr. Pkt.	Oz.	1/4 lb.
Clark's Mammoth Blue—(Heavenly Blue Improved—Plant in a dry sandy location and never apply fertilizer	\$.25	\$.75	\$2.25
Pearly Gates — Lovely lustrous white with creamy shading deep down in the throat30	.90	3.00
Scarlet O'Hara — Rich dark wine red or deep rosy crimson.....	.25	1.25	
Noctiflora—(Moonflower)—Flowers at night20	.60	2.00

KALANCHOE

For Christmas flowering, shade the plants with black cloth from September 1st to October 10th, from 5 P.M. to 8 A.M. each day and grow in 60 degree house.

	Tr. Pkt.	1/64 oz.	1/32 oz.
Improved Tom Thumb — (New) sport of original Tom Thumb with similar habit, but has florets, larger with more substance and a darker red.....	\$3.50	\$6.50	\$12.00
Vivid — (New) Habit similar to Tom Thumb. Orange-red	3.50	6.50	12.00
New Yellow — (New) Similar in habit to Tom Thumb	3.00	6.00	11.00
Blossfeldiana65	1.75	

KOCHIA

(SUMMER CYPRESS OR MEXICAN FIRE BUSH)

	Tr. Pkt.	Oz.
Childsi—Improved strain	\$.15	\$.50

LINARIA

Excellent for combination work. Resembles a miniature snapdragon. When sown in January will make good material for combination pots for Mother's Day.

	Tr. Pkt.	Oz.
Fairy Bouquet—Pastel shades; compact.....	\$.25	\$1.75

LOBELIA

Sow early to get best results. Likes a cool location away from direct sun.

	Tr. Pkt.	1/4 oz.	Oz.
Blue Stone — Dwarf bright blue compact	\$.40	\$1.25	\$3.75
Crystal Palace Compacta — Dark blue40	1.25	3.75
Mrs. Clibran Imp. — Dwarf blue, white eye40	1.25	3.75
Sapphire — Deep blue, white eye, eye, trailing40	1.00	3.25
White Lady — Dwarf, sparkling white40	1.25	3.75

LUPINUS (Annual)

GIANT KING

An improved strain 3 to 4 ft. tall. King Lupinus have the base branching habit, with four to six long spikes to the plant. A January sowing will give good 3" pots for spring.

	Tr. Pkt.	Oz.	1/4 lb.
Sky Blue—Light blue	\$.25	\$1.00	\$3.00
Heliotrope—Rosy purple25	1.00	3.00
Blue—Oxford blue25	1.00	3.00
White—Pure white25	1.00	3.00
Mixed25	1.00	3.00

MARIGOLD—(See pages 18 and 19)

MIGNONETTE

	Tr. Pkt.	1/4 oz.
Giant New York Market—Selected florist strain	\$1.00	\$2.00

MIMOSA

	Tr. Pkt.	1/4 oz.	Oz.
Pudica—(Sensitive Plant)	\$.30	\$.50	\$1.50

MYOSOTIS (Winter Flowering)

	Tr. Pkt.	1/4 oz.	Oz.
Blue Bird	\$.40	\$1.00	\$3.25

NASTURTIUM

DOUBLE GLEAM

	Oz.	1/4 lb.	Lb.
Glorious Gleam Hybrids Finest Mixed—Wide assortment colors, sweet scented	\$.40	\$1.25	\$4.00

DWARF DOUBLE

	Oz.	1/4 lb.	Lb.
Golden Globe — Golden yellow, sweet scented	\$.45	\$1.50	\$4.50
Gem Mixture — Dwarf compact gem-like plants, excellent color range, sweet scented45	1.50	4.50

NEMESIA

NANA COMPACTA

Dwarf habit. Branches freely from base. Excellent for pots and combination work.

	Tr. Pkt.	1/4 oz.
Superbissima Mixed — Large flowered bright shades	\$.35	\$1.25

STRUMOSA GRANDIFLORA

August sowing for cut flowers in December. October sowing for spring.

	Tr. Pkt.	1/4 oz.
Finest Mixed	\$.30	\$1.00

NIEREMBERGIA (Dwarf Cup Flower)

Sow seed early to have plants in flower for Decoration Day. Excellent plant for edging and general bedding. Will flower profusely during entire summer.

	Tr. Pkt.	1/32 oz.	1/16 oz.
Purple Robe—Deep violet purple.....	\$.50	\$1.75	\$3.25

LARKSPUR

Larkspur seed may be sown directly in the open in the fall and will flower the following spring. There are two distinctly different methods used and each has a number of successful supporters. The first method is to sow the seed fairly early in the season about August 15th to September 15th. The small Larkspur seedlings will be sufficiently large enough when cold weather sets in to winter over when given a light mulch. The other method employed is to sow the seed in rows in late October or early November so that it will not germinate until early the following spring. This crop of Larkspur will generally come in shortly after Delphinium Belladonna.

SUPREME STRAIN

A new strain of the popular Giant Imperial or Base Branching Type of Larkspur. Plants have an upright habit with longer spikes and fuller flowers.

Dark Blue Supreme—Rich violet purple

Lilac Supreme—Clear lilac

Pink Supreme—Clear rose pink, deeper in color than Pink King and Los Angeles Improved

Rose Supreme—Clear, pure deep rose

Salmon Supreme—A true shade of real salmon

White Supreme

Supreme Mixture

	Tr. Pkt.	Oz.	¼ lb.	Lb.
PRICES ABOVE:	\$.40	\$1.80	\$6.00	\$18.00

REGAL STRAIN

Long spikes of well placed florets distinguishes this new strain from all others. It keeps the desirable height and basal branching habits of the Giant Imperials.

Dark Blue—Deep violet blue

Lilac—Clear lilac

Pink—Brilliant pink on salmon

Rose

Salmon Rose

White

Mixed

	Tr. Pkt.	Oz.	¼ lb.	Lb.
PRICES ABOVE:	\$.40	\$1.80	\$6.00	\$18.00

SUPER MAJESTIC

Rose Pink—Rich bright rose pink

Deep Salmon Pink

Lavender—Medium rose lavender

Light Blue

White—Large flowered white

Mixed

	Tr. Pkt.	Oz.	¼ lb.	Lb.
PRICES ABOVE:	\$.30	\$1.60	\$5.25	\$16.00



GIANT IMPERIAL OR BASE BRANCHING

Blue Bell—Azure blue

Blue Spire—Very deep violet blue

Brilliant Rose—Deep salmon rose suffused

Carmine King—Deep carmine rose

Exquisite Pink Improved—Soft pink shaded salmon

Lilac King—Rich lilac, full double closely spaced florets

Lilac Spire

Miss California—Deep rose on salmon

Rosalind—Salmon pink

Sweet Lavender—Lavender color

White King—Glistening white, huge flowers

White Spire—Pure white, early

Mixed—Named colors

	Tr. Pkt.	Oz.	¼ lb.	Lb.
PRICES ABOVE:	\$.30	\$1.60	\$5.25	\$16.00

NICOTIANA (Ornamental Tobacco)

AFFINIS

Showy sweet scented annual plants, giving a continuous display of Summer flowers.

	Tr. Pkt.	Oz.
White	\$.20	\$.75
Crimson Bedder —Compact, deep crimson30	2.00
Sensation Mixed —Flowers remain open during the day and are fragrant as other varieties. Compact, ideal for bedding	1/4 oz. \$1.00	.40 3.25
Dwarf White Bedder —Plants are very dwarf and compact, bearing pure white scented flowers, which remain open all day	1/8 oz. \$1.75; 1/4 oz. \$2.50	.75 7.50

PEPPERS (Ornamental)

	Tr. Pkt.	1/4 oz.
Birds Eye —Popular birdseye or holly berry type	\$.50	\$1.25
Christmas Candle —Bears candle-like fruit50	1.25
Long Pointed —Fine selection, long pointed type50	1.25
Robert Craig —(Dwarf)—Compact, spreading, heavy fruiting	Oz. \$6.00	.75 1.75

MARIGOLD

BEDDING VARIETIES

DWARF FRENCH DOUBLE

	Tr. Pkt.	1/4 oz.	Oz.
Color Magic —Mixture of red, gold striped and mottled combinations	\$.35	\$.75	\$2.25
Eldorado — Canary yellow tinted slightly deeper toward the center40	1.00	3.00
Giant Spry —Blooms twice size of Spry.....	.40	1.00	3.00
Golden Harmony — Luminous golden yellow30	.60	1.80
Harmony — Deep orange center petals flanked by wide dark maroon, brown petals30	.60	1.80
Harmony Hybrids —Dwarf attractive mixture of harmony type: crested flowers.....	.30	.60	1.80
Primrose — Double sulphur yellow. Extra fine for borders30	.60	1.80
Primrose Gem — Primrose-yellow flowers, fully double, 2-2½-inches across. Plants 9 inches tall40	1.00	3.00
Rusty Red — (Fandango) — Large flower fully double35	.65	2.00
Scarlet Glow — Mahogany turning to orange scarlet35	.65	2.00
Tangerine —New distinct bright tangerine-orange. Early bloomer. Excellent for cutting35	.65	2.00

DWARF FRENCH SINGLE

	Tr. Pkt.	1/4 oz.	Oz.
Brownie — Mahogany-red flowers with golden-yellow centers; 2" across.....	\$.50		\$4.50
Fire Cross — (saffron-orange) with brown, red center35	\$.50	1.75
Flash — Flowers ranging from vivid red through bronze with a few yellow, to give harmonious contrast35	.60	1.80
Naughty Marietta —Golden yellow single flowers with maroon blotch35	.60	1.80
Red Head —Large flowers mahogany turning to bronze and gold35	.60	1.80
Sunny —Clear yellow35	.60	1.80

NAUGHTY
MARIETTA

SUNNY

GYPSY
JEWELS

DWARF DOUBLE AFRICAN

	Tr. Pkt.	1/4 oz.	Oz.
Cupid —Dwarf African-type flowers with globular flowers and odorless foliage. Available in the following colors: Yellow, Golden, Primrose, Orange, and Mixed	\$.60	\$1.75	\$5.00
Gypsy Jewels —A mixture of various shades of yellow and orange. Plants dwarf compact and neatly formed35	.50	1.75
Pot O'Gold —Deep golden orange 100% double35	.60	1.80

MINIATURE EXTRA DWARF

	Tr. Pkt.	1/4 oz.	Oz.
Butterball — Dwarf. Soft butter yellow	\$.35	\$.65	\$2.00
Dainty Marietta — (New) Single extra early very dwarf selection of Naughty Marietta50	1.00	3.00
Gold Crest —Dwarf double golden yellow35	.55	1.85
Melody —Dwarf. Double brilliant orange35	.60	1.80
Spry Hybrids — Miniature flower abundantly produced in new and unusual combinations40	1.00	3.00
Spry —Yellow crested center, mahogany red guard petals35	.65	2.00
Sunkist —Rich deep golden orange35	.65	2.00
Lemondrop — Full double canary-yellow35	.65	2.00
Yellow Pygmy35	.65	2.00

TALL VARIETIES FOR CUTTING

AFRICAN TALL DOUBLE

Of comparative recent development, these all double strains produce practically 100% true double flowers.

	Tr. Pkt.	1/4 oz.	Oz.	1/4 lb.
Fluffy Ruffles —Golden yellow	\$.35	\$1.00	\$3.00	
Golden Emblem —A distinct shade of deep golden yellow30	.55	1.75	
Orange All Double —Rich orange.....	.30	.55	1.75	\$6.00
Lemon All Double — Bright lemon yellow30	.55	1.75	6.00
Lemon Queen —Bright lemon yellow30	.55	1.75	6.00
Prince of Orange Improved30	.55	1.75	6.00

CHRYSANTHEMUM FLOWERED

	Tr. Pkt.	1/4 oz.	Oz.
Glitters —Lemon yellow	\$.35	\$1.00	\$3.00
Happiness —(Medium Dwarf)—About 18" tall. Large flowers of a cheerful golden yellow color. Profuse bloomer45	.75	2.50

MISSION GIANTS

Ball-shaped blooms measure 3" across. For Spring greenhouse or outdoors.

	Tr. Pkt.	1/4 oz.	Oz.
Goldsmith —Golden orange	\$.45	\$.75	\$2.50
Yellowstone —Clear golden yellow45	.75	2.50

GIGANTEA

A remarkable new sweet scented, robust growing extremely large flowered type, ideal for show purposes, florist use and garden decoration. It has also been tested and found good for greenhouse culture.

	Tr. Pkt.	1/4 oz.	Oz.
Crackerjack — (New) Uniformly large double flowers produced on shorter plants than Sunset Giants. Complete marigold color range	\$.50	\$1.00	\$3.00
Orange Sunset — Deep rich, lively orange30	.55	1.75
Sunset Giants Early Mixed —Exciting blend of orange and yellow shades. Flowers 18 days before regular strains30	.55	1.75

CARNATION FLOWERED

	Tr. Pkt.	1/4 oz.	Oz.	1/4 lb.
Guinea Gold — Reselected strain orange loosely finished flowers. 2 1/2 feet.....	\$.30	\$.55	\$1.75	\$6.00
Real Gold30	.55	1.75	6.00
Yellow Supreme30	.55	1.75	6.00

WINTER FLOWERING

Colorado Sunshine—This is a marigold selected as a cut flower variety. It is a luminous golden yellow with ruffled and wavy petals. Flowers 3 to 4 inches. Also recommended for outdoor culture. The stems are long and strong.

Tr. Pkt. \$.50 1/4 oz. \$1.50 Oz. \$4.50

CRACKERJACK



PANSIES

SEPARATE COLORS

	Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
Alpenglow — Velvet mahogany-red with dark blotch	\$.80	\$2.00	\$3.50	\$11.00
Berna —Dark violet blue.....	.80	2.00	3.50	11.00
Blue — (Ullswater) — Rich clear blue80	2.00	3.50	11.00
Bronze Shades — Blend of colors ranging from old gold — rich copper to deep browns. A true jumbo strain	1.65	4.40	7.50	22.50
Coronation Gold — Pure golden yellow, flowers slightly ruffled at edges...	.80	2.00	3.50	11.00
Luna —Sulphur yellow self80	2.00	3.50	11.00
Moon Moth —Pure white.....	1.65	4.40	7.50	22.50
Pay Dirt —Yellow	1.75	5.50	9.00	29.50
Pure White	1.00	3.00	5.00	18.00
Rheingold — Yellow with blotch80	2.00	3.50	11.00

MIXTURES

PANSY SPECIAL STRAIN MIXED

This strain possesses very large blooms on vigorous plants, and is especially good for bedding. The color range is quite good containing combinations of deep rich colors in the red and wine shades.

Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
\$1.50	\$3.75	\$7.00	\$22.00

	Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
Amsterdam Giants — Early free flowering, heat resistant. Large flowered, with a long season of bloom	\$.75	\$1.80	\$3.00	\$10.00
Arcadia — Brilliant colors and pastel shades form a complete color range in this strain characterized by large flowers on sturdy, dwarf plants.....	1.00	3.00	5.00	15.00
Canadian Giants —A selection out of Maple Leaf Giants. This large flowered mixture has a good color range and flowers of rich heavy substance	1.00	1.85	3.30	11.00
Gloekner's Exhibition80	2.00	3.30	11.00
Jumbo	1.40	3.00	5.00	16.50
Maple Leaf Giants —Large flowering strain75	1.75	3.00	10.00
"400" Super Swiss Giants	1.00	2.25	3.75	13.00
Oregon Giants Mixed — (Originator's Seed) — Fine strain of giant ruffled pansies. Large heavy textured flowers in a good range of colors	1.25	2.25	4.00	12.00
Swiss Giant Improved —A special blend for florists, superlative in form and range of dark, rich colors. Most of the blooms waved75	1.50	2.75	9.00
Tall Winter Flowering — Tall growing winter cut flower variety	1.00			

NON PLUS ULTRA

This strain has large, fine flowers of superb texture and excellent markings. It is made up of fourteen separate colors so blended that it gives a perfect color balance to the mixture. It is without question a perfect strain for the commercial trade.

Tr. Pkt.	1/8 oz.	1/4 oz.	Oz.
Mixed \$1.00	\$1.75	\$3.50	\$12.00



PETUNIAS

•F1 HYBRIDS

Your customers will find the F1 HYBRID PETUNIAS listed below noteworthy for their clear strong colors and dwarf compact growth. Their vigor surpasses that found in line-bred varieties, and they remain attractive much longer in bed or pots than non-hybrids. Even as young plants their superiority is evident. They sell on sight. They bloom two weeks earlier.

GRANDIFLORA SINGLE

- Ballerina**—Soft glowing salmon
- Blue Mantle**—Dwarf fringed, Large flowered violet blue
- Bolero**—Carmine rose pink
- Bonfire**—Plain edge, deep salmon scarlet with gold throat
- Crusader**—Large well fringed intense rose and white flowers striped and blotched
- Fairyland**—Dwarf fringed, light salmon pink
- Fire Dance** — (All America) Brilliant salmon-scorlet with yellow throat. Uniform dwarf plants. Flowers deeply fringed
- Fire Gleam**—Bright salmon scarlet
- Flirt**—Plain edge, clear pink
- La Paloma**—Pure white
- Minstrel**—White ground, marked rich blue
- Prima Donna**—Bright rose pink
- Pink Charm**—Carmine rose
- Tango**—Deep scarlet salmon
- White Magic**—Dwarf fringed, white, heavy producer
- Ballet Mixed**—A blending of the above F1 Hybrid Petunias with the addition of a deep purple and steel blue to complete the mixture
- Serenade**—Violet blue with cream white stamens

Prices Above Except Where Noted

Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.	1/8 oz.
\$3.00	\$10.00	\$19.00	\$36.00	\$69.00

MULTIFLORA SINGLE

- Apache**—Bright red rose
- Aztec**—(New) Brilliant scarlet with gold throat
- Commanche**—Very deep scarlet red
- Glitters**—(New) All-America—Brilliant scarlet tipped with white. Plants very dwarf and compact.
- Inca**—(New) Bright rose-red with with gold throat
- Linda**—Clear, light salmon-pink
- Mohawk**—Bright rose pink
- Paleface**—Pure white
- Pink Sensation**—Clear pink
- Red Satin**—(New) All-America—Non-fading brilliant orange-scarlet flowers on compact plants.
- Rose Charm**
- Silver Medal**—Salmon rose
- Sioux**—Medium tone salmon
- Pow-Wow Mixed**—A blend mixture of the Red Skin Petunias with a few unnamed varieties added to give color balance

Prices Above Except Where Noted

Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.	1/8 oz.
\$1.75	\$6.50	\$11.70	\$20.00	\$35.00

GRANDIFLORA COMPACTA

(SINGLE FRINGED—Dwarf)

	Tr. Pkt.	1/64 oz.	1/32 oz.
Gaiety —Rose and white	\$.80	\$1.75	\$3.00
Lace Veil —Pure white85	2.00	3.50
Setting Sun —Deep rose85	2.00	3.50

DWARF GIANTS OF CALIFORNIA

Ramona Strain — (Select) A dwarf sturdy growing type especially suited to pot culture. Flowers are beautifully ruffled and fringed with open, well-marked throats.

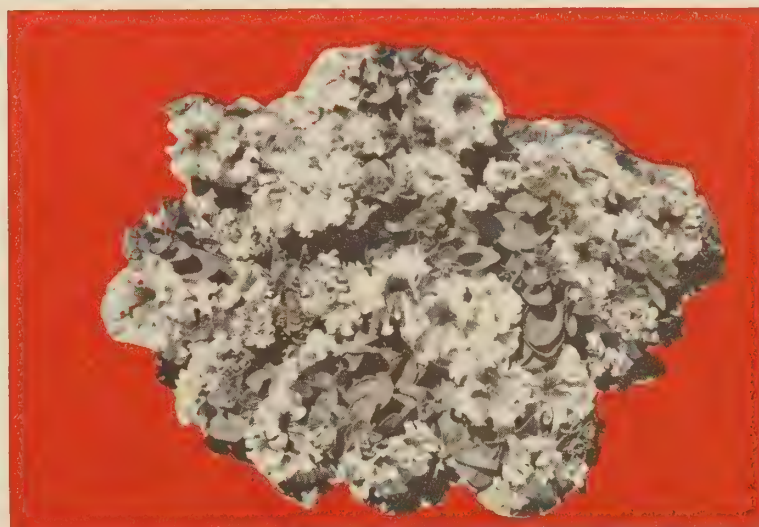
Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.
\$1.75	\$2.75	\$5.00	\$9.50

Dwarf Continental Giants—A selected dwarf strain in an exceptionally fine mixture.

Tr. Pkt.	1/64 oz.	1/32 oz.	1/16 oz.
\$1.50	\$2.75	\$5.00	\$9.00

Multibloom Mixed—This dwarf and vigorous strain is exceptionally free flowering, in a complete range of colors found in this type and having flowers which are equally as large and frilled as those found in the regular strain. Plants are a little more dwarf and spreading than the regular strain.

Tr. Pkt.	1/64 oz.	1/32 oz.
\$1.75	\$2.75	\$5.00



PETUNIA MULTIBLOOM

MORE PETUNIAS ON PAGES 22-23

PETUNIAS

(CONTINUED FROM PAGE 21)

HYBRIDA NANA ERECTA (DWARF HYBRIDA CLASS)

	Tr. Pkt.	1/4 oz.	Oz.
Admiral — Dwarf blue. Flowers ruffled at edge. 1/64 oz. 1.75; 1/32 oz. 3.00; 1/16 oz. 5.50	.85		
Blue Bedder — Mid blue.....	.40	\$1.35	\$4.25
Celestial Rose Improved — Deep rose, very compact60	2.25	6.50
English Violet — Violet shading to rose75	2.75	
Fire Chief — True scarlet. 1/16 oz. 1.65; 1/8 oz. 3.0050	5.00	
Glow —Dazzling carmine red. 1/8 oz. 2.0050	4.00	
Glowing Rose — A large and intense color. Similar to Celestial Rose in growth60	3.25	
Heavenly Blue Improved — Light blue50	1.75	6.00
Howard Star Improved — (Hybrida) — Velvety purple, pure white star40	2.00	6.00
King Henry — Rich velvet red. Dwarf and large flowered. 1/32 oz. 1.45; 1/16 oz. 2.75; 1/8 oz. 5.2560	9.50	
Lipstick —Bright cerise rose, shaded salmon with white throat.....	.50	5.00	
Radiance —(Hybrida)—Cerise rose with underlying salmon color. Golden yellow throat40	1.50	
Rose of Heaven Improved — Very dwarf50	1.25	3.75
Rosy Morn Improved —Very dwarf50	1.25	3.75
Snowball —Pure white, very compact40	1.75	5.50
Sunrise — (Special Strain) — Brilliant rose with scarlet flush75		
Topaz Queen — (Hybrida) — Extra dwarf. Scarlet rose50	1.75	6.00
Twinkles — Brilliant rose starred white50	2.00	6.00
Velvet Ball — Deep velvety blood red. 1/32 oz. 1.45; 1/16 oz. 2.75; 1/8 oz. 5.2575	10.00	
Violacea —Deep velvety purple.....	.50	1.40	4.50
Choice Mixed50	1.25	3.75

GRANDIFLORA F2

Carnival — A mixture of fringed and ruffled flowers, typical of the grandiflora type, consisting of wide range of colors including solids and bi-colors.

Tr. Pkt. \$1.50 1/32 oz. \$3.85 1/16 oz. \$7.00

GRANDIFLORA SINGLE PLAIN EDGED

	Tr. Pkt.	1/64 oz.	1/32 oz.
Blue Beauty — Distinct shade of violet blue	\$.75	\$1.50	\$2.75
Dazzler —Brilliant scarlet, compact... ..	.75	1.50	2.75
Dwarf Elks Pride — Dwarf dark velvety purple85	2.00	3.50
Pink Glory Improved —Flame rose pink, very compact85	2.00	3.50
Popcorn —Pure white	1.50	2.75	5.00
Royalty —Large ruffled flowers in a combination of Purple and White85	2.00	3.50
Snowstorm Improved — Glistening white, shaded yellow in throat... ..	.85	2.00	3.50
White Cloud — Pure white, dwarf compact85	2.00	3.50

GRANDIFLORA SINGLE FRINGED

	Tr. Pkt.	1/64 oz.	1/32 oz.
Dainty Lady —Very pale yellow.....	\$1.00	\$2.25	\$3.75
Theodosia Improved — Largest fringed rose, gold throat90	1.80	3.30
White Beauty75	1.50	2.75
Fluffy Ruffles Mixed60	1.50	2.75



PETUNIA RAMONA STRAIN

(See Page 21)

CALIFORNIA RUFFLED GIANTS (Large Throated)

	Tr. Pkt.	1/64 oz.	1/32 oz.
Glamour —Salmon rose, delicately veined brown in the creamy throat	\$1.75	\$2.75	\$5.00
Prince of Wuertemburg — (Black Prince) — Dark crimson, black throat75	1.50	2.50
Princess of Wuertemburg — Rose deep garnet throat75	1.50	2.50
Supreme Strain — Rose and pink shades	1.00	1.75	3.00
Ruffled Monster Mixed75	1.50	2.50

BALCONY

	Tr. Pkt.	1/4 oz.	Oz.
Black Prince — Deep rich velvety crimson	\$.40	\$2.00	\$6.00
Blue — Rich indigo40	2.00	6.00
Crimson — Velvety40	2.00	6.00
Rose — Brilliant40	2.00	6.00
Balcony Rosy Morn — Pink with white throat40	2.00	6.00
White — Pure white40	2.00	6.00
Mixed Colors40	2.00	6.00

ALL-DOUBLE VICTORIOUS

	Tr. Pkt.	1/128 oz	1/64 oz.	1/32 oz.
Attraction —Rich bright rose and contrasting white variegation. Pure white	\$4.00	\$6.50	\$12.00	\$22.00
Blue Brocade —Violet blue	4.00	6.50	12.00	22.00
Cheerful — True clear pink, large flowered	5.00			
Gaiety —Light rose red. Variegated white markings	4.00	6.50	12.00	22.00
Pure White	4.00	6.50	12.00	22.00
Purple Queen —Exceptionally large flowered, brilliant rich purple shaded velvety blue	5.00			
Rosy Carmine — (World Beauty) — Bright rose	4.00	6.50	12.00	22.00
Salmon Shades —Consists of variations of salmon rose shades, large flowered and well fringed	5.00			
Sunset Giant —Brilliant deep salmon shaded scarlet. Bright colored, fully doubled, well fringed	5.00			
White Swan —(New)—Large double flowers, very well fringed	5.00			
Victorious Mixed	4.00	6.50	12.00	22.00
Canadian Mixed Improved — This mixture has been improved by the addition of more rose pink and salmon shades	3.50	6.65	12.60	24.00

Gloekner's All Double Mixed

— Consisting of the best of the all double petunias.....

Tr. Pkt. 1/64 oz. 1/32 oz.

\$4.00 \$14.45 \$28.00



PAN AMERICAN ALL-DOUBLE PETUNIA

ALL DOUBLE PAN AMERICAN

This is an exceptionally fine strain of All-Double Petunias bred and grown in the United States. It is considered one of the leading strains and has large double flowers in the most popular colors.

Allegro — Bright deep salmon, scarlet salmon buds. Flowers dwarf, vigorous and free blooming.

Caprice—Brilliant rose pink, dwarf growing vigorous compact. A very popular color.

Nocturne—Deep midnight purple, the deepest color in Petunias.

Rhapsody—Wine purple.

Sonata—Pure white, semi-dwarf with deeply fringed flowers.

Tr. Pkt.	1/128 oz.	1/64 oz.	1/32 oz.
\$4.50	\$8.50	\$16.00	\$29.50

Glorious Mixture—A balanced complete mixture of all the above varieties.

Tr. Pkt.	1/128 oz.	1/64 oz.	1/32 oz.
\$4.00	\$7.50	\$14.45	\$28.00

NANA COMPACTA FRINGED

	Tr. Pkt.	1/64 oz.	1/32 oz.
Innocence — (Fringed Snowstorm) Pure white flowers dwarf compact habit	\$1.00	\$2.50	\$3.75

Little Giants Mixed — (Ruffled) — The blooms are extra large, well ruffled with good open throats and are more of the Dwarf Giants of California Type in both form and size75	1.50	2.75
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Little Giants, Pink Shades —Same habit as above mixture but shades of pink only.....	1.00	1.75	2.75
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PHLOX DRUMMONDI

Gloekner SPECIAL STRAIN MIXED

This is an exceptionally dwarf strain of phlox especially adapted to pot culture for spring sales. The mixture of colors are well balanced and bright with fine individual flower heads.

This strain has been well tried in many localities as we have had it for a number of years in very limited quantities.

Tr. Pkt. \$1.00 ¼ oz. \$2.00 ½ oz. \$3.50 Oz. \$6.00

NANA COMPACTA

	Tr. Pkt.	¼ oz.	Oz.
Apricot	\$.40	\$1.00	\$3.25
Chamois Rose—Deep rose40	1.00	3.25
Fireball—Fiery red40	1.00	3.25
Isabellina — Yellow40	1.00	3.25
Salmon Pink40	1.00	3.25
Snow Ball — Pure white40	1.00	3.25
Mixed40	1.00	3.25
Twinkle — (Dwarf Star Mixed) — New All-American — compact plants, good color range75	3.00	9.00

GIGANTEA

A strain of Phlox Drummondi with flowers measuring 1¼ to 1½ inches in diameter. The habit is erect and uniform, growing from 9 to 12 inches tall.

	Tr. Pkt.	¼ oz.	Oz.
Art Shades Mixed	\$.45	\$1.00	\$3.50

PORTULACA

	Tr. Pkt.	¼ oz.	Oz.
Jewel—(Single)—Deep carmine	\$.50	\$1.80	\$5.50
Double — Large flowering mixed. Extra fine quality50	1.25	4.00
Single—Large flowering mixed25	.70	2.75

RICINUS

(CASTOR BEANS)

	Oz.	¼ lb.	Lb.
Zanzibariensis Mixed—Very richly colored foliage. Enormous plant, on good soil growing 10' high.....	\$.20	\$.60	\$2.00

SALPIGLOSSIS

EMPEROR OR SUPERBISSIMA

	Tr. Pkt.	Oz.
Finest Mixed	\$.25	\$1.00



SAPONARIA VACCARIA

January 15th*sowing in shallow flats will flower for Mother's Day.

	Tr. Pkt.	Oz.
Rosea—Used in same manner as "Baby's Breath"; feathery pink flowers	\$.25	\$1.00

SCABIOSA (OLD MAID'S PINCUSHION)

LARGE FLOWERED TALL DOUBLE

Ageratum Blue—Mid blue
Fire King—Fiery scarlet
King of the Blacks—Reddish black
Loveliness—Salmon rose shades
Oxford Blue—Deep blue
Rosette
Shasta—Pure white, very large
Special Mixture

PRICES ABOVE: Tr. Pkt. \$.30 Oz. \$2.50

IMPERIAL GIANTS

Blue Moon — Flowers composed entirely of broad, heavy, wavy petals. Rich deep lavender blue.
Bridesmaid—Salmon pink shades.
Coral Moon—Deep and light shades of Salmon Rose.
Lavender Moon—Silvery lavender, long-stemmed.
Silvermoon—Purple paper white.
Imperial Hybrids Mixed — Large flowers with strong stems. Mixed salmon and rose shades.

PRICES ABOVE: Tr. Pkt. \$.30 Oz. \$2.50

PRIMULA

Seed of Primula malacoides sown in June will make good flowering plants for January. September-sown seed will produce good plants for early spring; while later sowings can be grown into small plants for combinations. Little or no fertilizer is recommended during the early growth stages.

MALACOIDES

	Tr. Pkt.
Springtime — An attractive Salmon-pink, that does not fade with age. Flower stems are strong and support a profusion of good-sized blooms. Unlike many varieties of Malacoides, the foliage has good texture and is fairly resistant to rot.....	\$2.00
Flamingo —Clear pink flowers, strong, compact plants	2.50

ERIKSSON'S MALACOIDES

	Tr. Pkt.	1/64 oz.
Glory of Riverside Imp. — True rose pink. Strong grower	\$1.25	\$2.75
White Giant — An exceptionally strong grower and well adapted for combinations	1.25	2.75
Mrs. Eriksson of Riverside —A glowing rose-red. A very strong grower	1.25	2.75
Lavender —This variety contains the most beautiful shades of lavender	1.25	2.75
Red — An outstanding glowing red. Large flowered and heavy producer	1.25	2.75

OBCONICA

Seed should be sown in January if wanted for Christmas bloom and later. Frequent transplanting should be given until September when the plants should be set in the pots in which they are to bloom. Shade and moisture should be provided during the summer. This plant is becoming increasingly popular as a pot plant.

	Tr. Pkt.	1/64 oz.	1/32 oz.
Fasbender Red	\$1.50	\$2.75	\$5.00
Mohnstein Red	1.50	2.75	5.00
Mueller Rose	1.50	2.75	5.00
White — (Snowstorm).....	1.50	2.75	5.00
Blue	1.50	2.75	5.00
Mixed	1.50	2.75	5.00

SALVIA

SPLENDENS (Scarlet Sage)

EARLY BLOOMING

(Early July until frost)

	Tr. Pkt.	1/4 oz.	Oz.	1/4 lb.
Blaze of Fire —16 inches.....	\$.85	\$2.25	\$7.25	\$24.00
Fireworks — 10-14 inches. Improves St. John's Fire in its earliness of bloom and dwarf compact growth	1.00	3.00	10.00	33.00
Firemagic	1.00	3.00	10.00	33.00
Harbinger — 16 inch bright scarlet85	2.25	7.25	24.00
Scarlet Pygmy — 10" compact plants, early blooming	1.00	4.00	12.00	38.00
St. John's Fire —12 inch blooms	1.00	2.75	9.00	30.00
Toreador —Dwarf, improvement of St. John's Fire	1.00	3.00	10.00	33.00

MID BLOOMING

(Mid July until frost)

	Tr. Pkt.	1/4 oz.	Oz.	1/4 lb.
Firebrand —18 inches	\$.85	\$2.25	\$7.25	\$24.00

LATE BLOOMING

(Late July until frost)

	Tr. Pkt.	1/4 oz.	Oz.	1/4 lb.
America —(Globe of Fire) 20 in. ..	\$.65	\$2.00	\$6.00	\$20.00
Bonfire —(Clara Bedman) 26 in. ..	.60	1.50	5.25	17.50
Brightness — 30 in. more compact than Splendens50	1.40	4.50	15.00
Splendens — Original late-flowering variety, 30 inches.....	.45	1.40	4.50	15.00
Zurich —25 inches65	1.50	5.25	17.50



FARINACEA (Blue Sage)

	Tr. Pkt.	1/4 oz.	Oz.
Blue Bedder —Medium lavender-blue 3 ft.	\$.50	\$1.25	\$4.00
Royal Blue — More intense blue than above60	1.50	5.00

STOCKS

NON-BRANCHING

EXCELSIOR COLUMN STOCKS

- | | |
|--|--|
| Apricot —Large flowered creamy buff | Rose Pink —Clear rose pink |
| Dark Blue | Royal Purple |
| Deep Apricot | Ruby —Rich crimson red |
| Gardenia —Shimmering glistening white | Silvery Lilac —Lavender |
| Malmaison Pink —Blush pink | White |
| Pacific Pink —A true pure pink Stock, extremely good under artificial light. Cream base with a touch of salmon. Does not have bluish cast of other pink and rose-pink Stocks. | Yellow Wonder — Rich creamy yellow with full double florets well arranged on long spikes. |
| Pacific White —Vigorous, very early, well-spaced florets which force well. | |

PRICES ABOVE: Tr. Pkt. \$1.25 ¼ oz. \$2.75 Oz. \$10.00



BRANCHING

GIANTS OF CALIFORNIA

The Giants of California can also be grown similarly to the non-branching type. When grown this way, the side shoots should be removed. For the retail grower the branching types are gaining popularity. These should be planted 8 x 8 inches and topped when 6 inches tall to produce side shoots of sufficient length.

- | | |
|-------------------------------|----------------------------|
| Pacific —Blue | Santa Maria —White |
| Red Woods —Blood red | Tahoe —Lavender |
| Santa Barbara —Chamois | Yosemite —Rose pink |

PRICES ABOVE: Tr. Pkt. \$.40 ¼ oz. \$1.40 Oz. \$4.50

BISMARCK (Early Giant Imperial)

This class continues to be popular with the florist for a cut flower. It is also excellent for bedding.

- | | |
|--|---------------------------------------|
| Buttercup —Rich yellow | Fiery Blood Red |
| Chamois —Ivory, tinted old rose | Flesh —Bright flesh |
| Dark Blue or Purple | Golden Rose —Light golden rose |
| Elk's Pride —Rich deep purple | Lavender —Silvery lilac |
| | White |

PRICES ABOVE: Tr. Pkt. \$.40 ¼ oz. \$1.25 Oz. \$4.00

DWARF TEN-WEEK

Large Flowering for Pot Plants and Bedding

- | | |
|----------------------|--------------------------|
| Blood Red | Lavender |
| Canary Yellow | Purple |
| Carmine | White |
| Deep Rose | Mixed —All colors |

PRICES ABOVE: Tr. Pkt. \$.35 ¼ oz. \$.75 Oz. \$2.75

TRYSOMIC GIANT IMPERIAL (Branching)

Years of research went into producing Trysomic Stock that produces 85 per cent or more double-flowered plants when sown from seed. In addition to this excellent trait, when the seedlings reach the four-leaf stage you can pick out the small, weak ones that will develop into singles and thus insure yourself close to 100 per cent double-flowering plants.

- | | |
|---------------------------|----------------------|
| Fiery Red | Navy Blue |
| Bright Rose | Canary Yellow |
| Chamois —Buff-pink | White |
| Lilac Lavender | Choice Blend |

PRICES ABOVE:

Tr. Pkt. \$1.75 ½ oz. \$2.75 ¼ oz. \$5.00 Oz. \$18.00

SCHIZANTHUS

Late summer sowing planted after early Chrysanthemums should flower in March. If additional light is used from October 25, blooming will start in January.

Dr. Badger's Hybrids—A brightly colored large-flowered strain of medium height. Suitable either for pots or cutting..... Tr. Pkt. 1/4 oz. \$.50 \$1.25

Brilliant Blend—Dark, bright colors, suitable for cutting. If properly pinched will make a good plant50 1.25

Excelsior Compactus Mixed—Very dwarf (10" approx.) for pots65 2.00

SHAMROCK

For effective plants on March 17 seed is sown between Christmas and New Years on top of prepared pots as thickly as you would sow grass seed. This insures nice saleable pots.

True Irish Tr. Pkt. 1/4 oz. Oz. \$.20 \$.35 \$1.20

STATICE SUWOROW

RUSSIAN OR RAT TAIL STATICE

Long Lavender Spikes—Useful statice for greenhouse forcing Tr. Pkt. Oz. \$.30 \$3.00

STATICE SINUATA (IMPROVED)

Heavenly Blue—Bright clear skyblue
Rosea Superba
Kempf's Tall Improved—Snow White—Greatly improved white
Deepest blue
Yellow—(Bonduelli)
Lavender
New Superb Hybrid
Market Rose—(New) Mixed

PRICES ABOVE:

Tr. Pkt. \$.25 Oz. \$.75 1/4 lb. \$2.50 Lb. \$7.50

SWEET PEAS (See page 28)

THUNBERGIA—BLACK EYE SUSAN

Alata—Climbing or trailing plants producing an abundance of flowers in shades of yellow, buff and orange with black centers..... Tr. Pkt. 1/4 oz. Oz. \$.25 \$.60 \$1.80

TORENIA

Fournieri — Rich combination of deep blue with violet splotches on lip. Good for Combinations, Pot Plants and Bedding..... Tr. Pkt. 1/8 oz. 1/4 oz. \$.50 \$1.25 \$2.25

VERBENA (See page 29)

VINCA

An excellent Bedding Plant. Sow seed in August or September.

Little Pinkie (Coquette)—Plants attain height of approx. 10" and flowers are a rose-pink, glossy deep green foliage. Free flowering.

Tr. Pkt. \$.50 1/8 oz. \$.85 1/4 oz. \$1.50 1 oz. \$4.50

	Tr. Pkt.	1/4 oz.	Oz.
Alba Pura —Pure white	\$.30	\$.60	\$2.00
Kermesina —Crimson30	.60	2.00
White with eye30	.60	2.00
Rosa —Pink30	.60	2.00

STOCK CULTURE

Stocks are very satisfactory for Winter and Spring flowering. Sowing the seed in August and benching in October, the first flowers may be cut before Christmas if additional light (40-60 watt lamps spaced 5 feet) is used. Without this aid, the crop will come into flower in January. Continuity of bloom may be obtained by successive sowings. This non-branching type, which has come into general use, should be planted 3 inches in the row and 6 inches between rows, producing a single stem. The branching types should be planted 8 x 8 inches and topped when 6 inches tall to produce side shoots of sufficient length.

Flowering of stocks only occurs when the temperatures are below 60 degrees for the greater part of the night. To secure the greatest percentage of doubling, the largest and most vigorous plants should be selected.

SOWING DATES OF COLUMN OR NON-BRANCHING STOCKS FOR THE VARIOUS BLOOMING DATES

Time of sowing	Flowering	Time of sowing	Flowering
August 1.....	January	December 1.....	May
September 1.....	February	January 1.....	Mother's Day
October 1.....	March	February 1.....	June
November 1.....	April	February 15.....	June 15

Gloeckner FLOWER SEEDS

SWEET PEAS

SUMMER FLOWERING

*—SIX BEST

WHITE

- ***Gigantic**—White-black seeded
Snow White

LAVENDER

- King Lavender**—Clear lavender
***Highlander**—Pure lavender
Powerscourt—Large lavender

PINK

- ***Pinkie**—Large rose pink
***Crony**—Shrimp pink
Floradale—Rich salmon pink on cream ground
Pink Frills—Rich cream pink

BLUE

- Reflection**—Clear mid blue
Flagship—Deep navy blue

RED

- ***Welcome**—Dazzling scarlet
Rubicund—Crimson scarlet

ORANGE

- ***Orange Flare**
Tangerine Improved—Fiery orange

PRICES:

Oz. \$.40 ¼ lb. \$1.25 Lb. \$4.00

EARLY WINTER FLOWERING

PINK

- Annie Laurie**—Pure rose pink
Ball Rose Improved—Cerise pink
Jeanne Mamitsch—Cerise pink
Josie—Brilliant rose pink, long stems
Laddie Improved—Long stemmed giant rose, pink
Rose Queen Improved—Rose pink
Shirley Temple—Delightful soft rose pink

BLUE

- Blue Bonnet**—Best clear blue
Mrs. Herbert Hoover—Clear blue
Princess Blue—Rich belladonna blue

ORANGE

- Ball Orange Improved**—Clear deep orange
Sequoia—Golden salmon cerise, large flowers
Treasure Island—Sparkling shades of golden orange
Valencia—Sunproof orange

LAVENDER

- Fragrance**—Clear lavender
Harmony—Clear lavender
Lavanda—Clear lavender
Memory—Clear rosy lavender
Triumph—Lilac mauve, long stemmed
Twilight—Lavender, with larger flowers than Harmony, which is nearest this color; vigorous grower

RED

- Bright Light**—Flaming scarlet
Fiesta—Red
Grenadier—Dazzling scarlet
Mars—Rich deep crimson
Pride—Pure deep even cerise
Signal Red—A real sunproof scarlet of great brilliance

WHITE

- Hope**—(Black Seeded) Pure white
Snowstorm—White
White Harmony—(Black Seeded)

PRICES:

Oz. \$.55 ¼ lb. \$1.65 Lb. \$6.00

MULTIFLORA CLASS

A new, free-flowering class of Sweet Pea which produces many stems with five and six flowers. Stems are exceptionally long as well, making this a profitable market variety.

- Lavender**—Giant size blooms on exceedingly long stems.
Orange Cerise—Characterized by its vivid color and large flowers.
Rose—Vigorous grower with large, medium-rose flowers.
Salmon Pink—Rose-pink flowers with tinge of salmon. Four and five flowers to the stems which are long but not so strong as the other varieties in the class.

- Whirlwind**—Considered the best white of the group. Five or six flowers of a light rose are borne on strong 14-inch stems. Vigorous grower.
White—Pure white flowers, many fives, are carried on strong stems. Good for wedding work.

PRICES:

½ oz \$1.10 Oz. \$2.00 4 oz. \$6.65 Lb. \$20.00

SPRING FLOWERING CUTHBERTSON STRAIN

This class of Sweet Peas replaces Spring-Flowering of types previously offered. Indoors, seed sown November 1st, will bloom in April. The Cuthbertson Class is recommended for sowing after November 1. It needs strong spring sun to bloom.

It is exceptionally successful outdoors, in the North, flowering two weeks later than the Early Flowering, and two to three weeks earlier than the Summer Flowering.

Billy—Bright cerise rose on salmon

Carol—Strong growing clear pink

Coline—Vigorous sunproof scarlet

Danny—Navy blue

Doris—Deep cherry rose

Evelyn—Salmon cream pink

Frank G. — Strong growing lavender

Jimmy—Deep scarlet

Janet—A pure black seeded white

Jessie — Wavy flowers of clear satin mauve

Lois — Rose pink on white background

Tommy—Clear medium blue

Mixed

	1/2 oz.	1 oz.	1/4 lb.
Prices:	\$.35	\$.55	\$1.65

VERBENA

Gloekner

SPECIAL STRAIN MIXED

A fine mixture of dwarf Verbena for spring bedding plant sales. The plants are very dwarf in habit and have a splendid range of colors containing many of the eye types through the mixture.

This is an excellent dwarf Verbena especially adapted to growing in 2 1/4" and 3" pots.

This is the first time we have been able to offer this seed in quantity.

Tr. Pkt.	1/4 oz.	1/2 oz.	Oz.
\$1.00	\$2.00	\$3.50	\$6.00

DWARF COMPACTA

(An Extra Dwarf Type)

Crystal—Pure white flowers produced in abundance

Sparkle—Bright scarlet red with large white eye

Sparkle-Type Mixed — Neat dwarf compact habit. Plants completely covered with giant size florets. Complete color range.

PRICES ABOVE:

Tr. Pkt. \$.50	1/4 oz. \$1.50	Oz. \$4.50
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HYBRIDA GRANDIFLORA GIGANTEA

A popular bedding plant due to its free flowering qualities. Seed must be sown early to get good plants for Spring.

Beauty of Oxford Hybrids—Rose pink to rose shades

Cerise Queen—Salmon cerise

Crimson Glow—Glowing crimson

Giant Salmon Pink—Salmon pink with white eye

Lavender Glory—Large flowered lavender with light eye

Luminosa—Fiery pink shading to salmon

Marilyn—A fiery cerise rose with small cream eye.

A warm, underlying tone of iridescent brilliance makes this a radiant addition to Verbenas

Royale—Blue with creamy eye

Spectrum Red—Intense bright red

Sutton's Blue—Deep royal blue without eye

Vivid—Very bright sunproof scarlet red

White—Pure white

Mixed

PRICES ABOVE:

Tt. Pkt. \$.45	1/4 oz. \$1.25	Oz. \$3.75
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BUSH-TYPE VERBENAS

These new "Bush-Type" Verbenas are becoming very popular for their uniform, vigorous and upright growth. Eight to ten inches high, the plants are topped with a dense mass of flower heads.

Firelight—Vivid solid red

Roselight—Bright rose, white eye

Salmon Queen—Salmon-pink

Snow White

Starlight—Blue, cream eye

Bush Type Blend—Brilliant mixture of above

PRICES ABOVE:

Tr. Pkt. \$.55	1/4 oz. \$1.30	Oz. \$4.00
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Gloeckner FLOWER SEEDS

ZINNIAS

GIANT CACTUS FLOWERED

	Tr. Pkt.	1/4 oz.	Oz.
Blaze—Mandarin-red	\$.50	\$1.00	\$3.00
Burpee Hybrids — Varied mixture of brilliant colors and blends.....	.40	.75	2.50
Eskimo — Flowers open creamy white changing to pure white as they mature. Needle petals not twisted40	.75	2.50
Floradale Scarlet — Vibrant red with twisted flat petals40	.75	2.50
Ice Cream Imp. — Large cactus flowered hybrid, true cream yellow50	1.25	3.75
Riverside Beauty—Luminous pink with curled and twisted petals.....	.40	.75	2.50
Sunny Boy — Rich buttercup yellow, flat reflexed petals.....	.40	.75	2.50
Treasure Island—Vigorous plants, covering a wide color range. Flowers large and fully double...	.50	1.25	3.75



TREASURE ISLAND

DAHLIA FLOWERED

BODGER'S GOLD MEDAL STRAIN

The center petals of this popular class incurve giving the blooms a deep, full appearance.

Canary Bird—Rich canary yellow
Crimson Monarch—Deep crimson, flowers very large
Dream—Deep lavender
Eldorado—Salmon apricot
Exquisite—Light rose, deep rose center
Golden Dawn—Golden yellow
Golden State—Golden orange
Illumination—Deep rose self
Luminosa—Bright deep pink
Oriole—Orange and gold bicolor turning deep orange
Polar Bear—Large pure white
Purple Prince
Scarlet Flame—Bright scarlet
Will Rogers—Brilliant scarlet red
Finest Mixed

PRICES ABOVE:

Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	1/4 lb.	Lb.
\$.30	\$.50	\$.85	\$1.50	\$5.00	\$14.50

FANTASY

Melody—Orchid lavender
Orange Lady—Rich shade of deep bright orange
Rosalie—Bright intense rose
Star Dust—Golden yellow
White Light—White
Wildfire—Rich dazzling scarlet
Finest Mixed—A bright colorful mixture of shaggy petaled medium sized double flowers, excellent for cutting.

PRICES ABOVE:

Tr. Pkt.	1/4 oz.	Oz.
\$.30	\$.60	\$1.80

Peppermint Stick—Contains a wide color range of Pumila-type flowers, 60% of which are beautifully striped. An improvement over previous striped strains.

Tr. Pkt.	1/4 oz.	Oz.
\$.35	\$.75	\$2.25

IMPROVED LILLIPUT

(Pompon or Baby Zinnias, Special Florists' Strains)

The Lilliputs are among the most popular Zinnias for cut flower use. The flowers are small, compact and symmetrical, on strong stemmed 1 1/2 ft. plants.

Canary Gem	Purple Gem
Crimson	Rosebud
Dainty Gem	Salmon Gem
Golden Gem	Scarlet Gem
Lilac Gem	White Gem
Pink Gem	Pastel Mixture

Finest Mixed

PRICES ABOVE:

Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	1/4 lb.	Lb.
\$.30	\$.50	\$.80	\$1.50	\$5.00	\$15.00

LILLIPUT TOM THUMB

Mixture	Tr. Pkt.	Oz.
Plants 4"-6", compact with well formed flowers of the Lilliput type. In red, orange, yellow, pink, rose and pastel shades	\$.35	\$1.50

HAAGEANA DOUBLE

(Mexican Hybrids)

Finest Mixed	Tr. Pkt.	Oz.
.....	\$.30	\$2.00



**DAHLIA
FLOWERED**



ORTHOPOLKA

ORTHO POLKA (New)

Large, fully double flowers produced on 3' plants. Flowers are striped, dotted and mottled in contrasting colors. Blooms twice as large as Peppermint Stick and of better substance.

Tr. Pkt.	1/4 oz.	1 oz.
\$.50	\$1.25	\$3.75



GIANT CALIFORNIA OR MAMMOTH FLOWERED

This type has rapidly gained in popularity. The plants, which are three to four feet in height, are taller than the Dahlia Flowered class and have long stems which adapt them for use as a cut flower. The large flat flowers with imbricated petals give a graceful effect. Their colors are brilliant and clear.

Brightness—Bright pink
Cherry (Cerise) Queen—Brilliant cherry rose
Crimson Queen—Rich crimson
Daffodil Improved—Canary yellow
Enchantress—Light rose, deep rose center
Golden Queen—Golden yellow
Grenadier—Bright, dark red
Isabellina—Creamy buttercup
Lavender Queen—Deep rosy lavender
Miss Willmott—Soft pink
Orange King—Cadmium or orange scarlet
Orange Queen—Golden orange
Purity—White, best white in Zinnias
Rose Queen—Striking bright rose
Salmon Queen—Salmon rose
Scarlet Queen—Glowing deep scarlet
Violet Queen—Deep purple
Finest Mixed—From named varieties

PRICES ABOVE:

Tr. Pkt.	1/4 oz.	1/2 oz.	1 oz.	1/4 lb.	Lb.
\$.30	\$.50	\$.80	\$1.50	\$5.00	\$15.00

GAILLARDIA FLOWERED (Navajo)

	Tr. Pkt.	Oz.
Finest Mixed —Bi-colors; mellow tones.....	\$.35	\$1.50

GRACILLIMA (Red Riding Hood)

	Tr. Pkt.	Oz.
Deep Scarlet — Miniature red flowers, 1 ft. - 2 ft.	\$.25	\$1.50

	Tr. Pkt.	1/4 oz.	Oz.
Persian Carpet —Double miniature flowers of colorful variegation.....	\$.50	\$1.50	\$4.50

SUPER CROWN O'GOLD

Each petal of the flower is overlaid with a deep golden yellow at the base, while carrying out the individual flower color at the tip.

	Tr. Pkt.	1/4 oz.	Oz.
Pastel Tints —Wide range of pastel shades	\$.25	\$.50	\$1.50

ELEGANS PUMILA DOUBLE

Canary Yellow
Crimson
Golden Orange
Pinkie—Rose pink
Salmon Rose
Spun Gold—Butter yellow
Sunshine Tints—pastel
 shades
Tangerine—Orange red
 tinge
White
Choice Mixed

PRICES ABOVE:

Tr. Pkt.	\$.30	Oz.	\$1.50	1/4 lb.	\$5.00
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Gloeckner PERENNIAL SEEDS

ACHILLEA

Ptarmica, the Pearl—Double pure white borne in dense heads 1/4 oz. **\$1.25** Tr. Pkt. **\$.30**

AGROSTEMMA

Coronaria Atrosanguinea—Deep blood red Tr. Pkt. **\$.20** Oz. **\$.60**

ALYSSUM

Saxatile Compactum—Dwarf shrubby habit with dense heads of golden-yellow flowers. Blooms from early spring through June and grows 4 to 12 inches high **\$.20** Oz. **\$1.00**

ANCHUSA

Italica Dropmore—Flowers resemble clusters of giant Forget-me-nots and are turquoise blue. Plants attain a height of 3 to 5 feet and bloom during June and July **\$.25** Tr. Pkt. **\$.60** Oz.

Myosotidiflora—Produces large sprays of tiny blue Forget-me-not flowers above large heart-shaped leaves 1/4 oz. **\$2.50** Tr. Pkt. **.60** Oz.

ANTHEMIS

Kelwayi—One of the best of the hardy Marguerites, produces yellow daisy-like flowers over a long season **\$.20** Tr. Pkt. **\$.70** Oz.

Tinctoria, Perry's Variety—An improved form, of deep golden yellow **.30** Tr. Pkt. **1.60** Oz.

ARMERIA

Formosa Hybrida—Various shades of rose pink. 1/4 oz. **\$1.40** Tr. Pkt. **\$.40**

ARABIS

Alpina White—Attains a height of 6". The plant flowers very early and is of a spreading nature. The white flowers which appear from early spring to May are so numerous that no foliage is visible **\$.30** Tr. Pkt. **\$2.00** Oz.

ASTER

Alpinus Mixed—Plants attain a height of about 9" suitable for rockery, or front of borders, where they make a nice display during May and June. 1/4 oz. **\$1.95** Tr. Pkt. **\$.60**

ASCLEPIAS

Tuberosa—Very showy and popular native plant during July and August bearing flowers of brilliant orange scarlet **\$.35** Tr. Pkt. **\$3.00** Oz.

AQUILEGIA

Coerulea—Rocky Mountain Blue Columbine. Clear blue with a white corolla **\$.40** Tr. Pkt. **\$3.30** Oz.

Crimson Star Hybrids—Bicolor dark red with white. 1/4 oz. **\$3.00** Tr. Pkt. **.60** Oz.

Long Spurred Blue Shades 1/8 oz. **\$1.10** Tr. Pkt. **.60** Oz.

Long Spurred Orange and Scarlet Shades **.60** Tr. Pkt. **4.40** Oz.

Mrs. Scott Elliott's Hybrids—The most popular Columbine **.50** Tr. Pkt. **4.40** Oz.

Longissima—Extra long spurred pale yellow 1/16 oz. **\$2.50** Tr. Pkt. **.60** Oz.

Rose Queen—Pink with white corolla **.40** Tr. Pkt. **3.25** Oz.

Snow Queen—The largest pure white **.40** Tr. Pkt. **3.25** Oz.

BELLIS (English Daisy)

Perennis Monstroza (Pink, Red, White Mixed) Tr. Pkt. **\$.60** 1/4 oz. **\$3.75**

CARNATION

Early Vienna—Very dwarf **\$.60** Tr. Pkt. **\$2.75** 1/4 oz.
Grenadin Mixed **.60** Tr. Pkt. **2.50** 1/4 oz.

CENTAUAREA

Montana—Has numerous deep blue flowers resembling *Centaurea Cyanus* on plants growing about 1 1/2 feet tall. Flowers early **\$.30** Tr. Pkt. **\$1.50** Oz.

CERASTIUM

Tomentosum—Snow In The Summer is a very descriptive name for this low-growing plant. Grows about 6" high. Its small white flowers are produced in June. Excellent for rockeries **\$.30** Tr. Pkt. **\$2.00** Oz.

CHEIRANTHUS (SIBERIAN WALLFLOWER)

Allioni—The Siberian Wallflower, a biennial, produces its bright orange flowers on 15" spikes from May to September. To keep plant blooming, flowers must be cut **\$.20** Tr. Pkt. **\$.45** Oz.

CAMPANULA

Calycanthema—(Cup and Saucer). One of the most showy of this group. The flowers are large on stalks that attain a height of about 2 feet. Good for cutting.

	Tr. Pkt.	Oz.
Blue	.25	\$1.75
Lilac	.25	1.75
Pink	.25	1.75
White	.25	1.75
Mixed	.25	1.75

Persicifolia—(Peachleaf, Bellflower). This variety grows from 2 to 3 feet tall and produces flowers that are more shallow than bell shaped and has foliage that is long, narrow and very graceful.

	Tt. Pkt.
Blue—Very hardy	\$.50
Alba—Very hardy	.50

Pyramidalis—The Chimney-Bellflower is one of the tallest Campanulas attaining a height of about 5 feet. Its long stalks of flowers start blooming in August and continue for several weeks.

Alba	\$.40
Blue	.40

Rotundifolia—Scotch Harebell is an attractive flower producing little bells of blue during late spring and continuing over a long season. Grows 12" tall **.60**

CHRYSANTHEMUM (SHASTA DAISY)

	Tr. Pkt.	Oz.
Alaska—Most popular of all. Large pure white blooms on excellent stems. Starts blooming in June and continues for some time.	\$.25	\$1.40

May Queen—(Spring Marguerite)—Medium sized flowers	.50	1.50
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Mayfield Giant—Extremely large flowers measuring three to four inches in diameter. Strong robust growth, 2 1/2 to 3 ft. tall.	.25	1.00
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COREOPSIS

Mayfield Giant—Deep golden yellow, large flowers, early	\$.25	\$.90
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Double Sunburst—Large, golden yellow, fully double flowers	.25	1.10
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Gloeckner PERENNIAL SEEDS

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DELPHINIUM (See Page 14)

DIANTHUS

	Tr. Pkt.	Oz.
Plumarius Double Mixed — The grass, or Garden Pinks, are low-growing plants, which bloom early in the spring	\$.45	\$5.25
Deltoides Brilliant (Maiden Pink)—Deep rose, 8"	.50	

DIGITALIS (FOXGLOVE)

Flowers during June and July. The flowering spike grows well over three feet in height with individual tubular or bell-shaped flowers, placed close on the side of the strain.

	Tr. Pkt.	Oz.
The Shirley—Giant hybrids, spotted throats...	\$.25	\$1.25

GAILLARDIA

Blanket flowers are showy and of easy culture. They begin to flower in June and continue until frost.

	Tr. Pkt.	Oz.
Burgundy—Copper scarlet self	\$.30	\$2.50
Dazzler—Large rich red flowers with orange tip.		
Fine for cutting	.30	1.90
Goblin—Dwarf, compact	.40	2.90
Portola Hybrids—Red with golden tips. Excellent for cutting	.30	2.00

GEUM

This plant which flowers from May to October is useful for cutting and can also be used for borders and rockeries.

	Tr. Pkt.	Oz.
Mrs. Bradshaw — Brilliant scarlet. Double flowers. Good for cutting	\$.30	\$2.90
Lady Stratheden—Double golden yellow. Excellent for cutting	.30	2.90

GYPSOPHILA

One of the daintiest of old-fashioned flowers. The plants are covered with small blooms all during the summer. The tall growing varieties are good for cutting, while the dwarf forms are useful for edgings and rock gardens.

	Tr. Pkt.	Oz.
Paniculata — (Single) — Hardy, graceful sprays of white flowers	\$.20	\$.60
Pacifica — Rose, 4 ft., blooms when paniculata varieties have passed. Excellent for cutting	.30	3.30
Repens Rosea—Light rose 6", fine rock plant	.30	3.30
Repens White—6", fine rock plant	.30	2.70

HEUCHERA

One of the most desired of the smaller growing plants. The plants of Sanguinea are compact, bushy and grow in tufts with flower stems about 1½ feet high, blooming in mid-summer.

	Tr. Pkt.	1/8 oz.
Sanguinea—Fine for cutting	\$.60	\$3.00

HOLLYHOCK — CHATERS DOUBLE

Black Gem—Maroon	Newport Pink
Chamois	Salmon Rose
Enchantress—Deep rose	Virgin Queen—White
Fire King—Scarlet	Mixed
Golden Drop—Sulphur	
Tr. Pkt. \$.35	Oz. \$1.70

IBERIS

Low-growing plant that grows about 9 to 12" tall, and spreads out making mats which are covered with flat dense clusters of flowers from the end of April through June.

	Tr. Pkt.	Oz.
Gibraltarica—Lilac	\$.30	\$1.80
Sempervirens—White	.60	5.00

LAVENDULA — SWEET LAVENDER

	Tr. Pkt.	1/4 oz.
Munstead's Strain — Well-known fragrant hardy perennial. Always in good demand	\$.40	\$1.10

LIATRIS

Long spikes 4 to 5 feet tall of rosy purple. Flowers during August and September.

	Tr. Pkt.	Oz.
Pycnostachya—Rosy purple. Fine for cutting	\$.35	\$3.00

LINUM

	Tr. Pkt.	1/4 oz.	Oz.
Perenne—(Flat)—Blue. 1½ ft. tall	\$.30		\$.90
Flavum—Yellow. 2 ft. tall	.30	\$.85	

LYCHNIS

	Tr. Pkt.	Oz.
Chalcedonica—Flowers in June. Produces several flower stems over 3 ft. tall with immense heads of vermilion scarlet flowers	\$.25	\$1.50

MYOSOTIS

	Tr. Pkt.	Oz.
Alpestris Victoria—Grows about 6" tall and is compact in growth. Produces its clear blue flowers beginning in April	\$.40	\$5.50
Palustris Sempervirens — Beginning blooming about May and continues until fall	.40	3.25

PRIMULA

Hardy Primrose are showy plants that have small dainty flowers during April. The plants grow about 6 to 8 inches tall.

	Tr. Pkt.	1/4 oz.
Auricula Alpine	\$1.00	\$5.00
Veris Munstead's Strain	1.00	5.00

PYRETHRUM

These are excellent for cutting. The bright colored daisy-like flowers are produced on long stems. Plants grow about 2 to 3 ft. tall and flower in June.

	Tr. Pkt.	Oz.
Hybridum Single Mixed	\$.60	\$5.50
Double Mixed 1/8 oz. \$1.60; 1/4 oz. \$2.75	.60	8.25

SAPONARIA

	Tr. Pkt.	Oz.
Ocymoides—Rose	\$.30	\$2.10

SCABIOSA

Plants grow about 2 to 3 ft. tall producing their flowers on long wiry stems from June to September. Good for cutting.

	Tr. Pkt.	Oz.
Caucasica Isaac House Hybrids—Improved strain. Flowers range from lavender to dark blue. Excellent for cutting	\$.50	\$3.75
Caucasica Lavender—Good cut flower	.35	2.75

STATICE

	Tr. Pkt.	Oz.
Caspia—Lilac. Fine for table decoration	\$.40	\$2.75
Dumosa—Silvery gray flowers. Good cut flower	.40	2.75
Latifolia—Deep blue flowers. Fine for cutting	.30	2.00

SWEET WILLIAM

	Tr. Pkt.	Oz.
Scarlet Beauty—Scarlet red	\$.40	\$2.50
Single Mixed	.40	2.50
Double Mixed	.40	2.50
Dwarf Alpinus Midget Mixed — Early flowering type of Sweet William, consisting of light and dark colors, mixed. Height 4 to 6 inches. Suitable for border or rock garden planting.	1/4 oz. \$1.50	.60 4.75

TRITOMA

	Tr. Pkt.	Oz.
Hybrids—(Red Hot Poker)	\$.40	\$2.40

VERONICA

	Tr. Pkt.	Oz.
Spicata—Grows about 1½ ft. tall and produces its bright blue flowers during June	\$.50	\$4.00

VIOLA CORNUTA

	Tr. Pkt.	1/4 oz.	Oz.
Admiral—Large dark blue	\$.60		\$6.00
Chantreyland—Pure apricot	.60	\$2.50	
Arkwright Ruby—Wonderful large rounded flowers of ruby crimson with terra cotta and darker markings. Fragrant	.60	3.00	9.00
Blue Perfection—Large flowered fine light blue	.60	2.00	6.00
Lutea Splendens—Golden yellow	.60	1.35	4.50
Papilio—Blue and white	.40	1.40	

Gloeckner VEGETABLE SEEDS

CAULIFLOWER

	1/4 oz.	Oz.
Early Snowball "A" (Dwarf Erfurt) — One of the most satisfactory early strains of Snowball.....	\$.80	\$2.50
Snowdrift — Heads large firm and snow white.....	.80	2.50

CELERY

	Oz.	1/4 lb.
Golden Yellow Self Bleaching — Standard early market variety	\$.90	\$3.00
Golden Plume — Early, non-bolting variety. Fine flavor, solid and tender	1.20	4.00
Emperor —Dwarf growing, very brittle and of excellent flavor. Good winter keeper80	2.50
Giant Pascal — Stems thick, of fine quality, rich nutty flavor. An excellent variety	1.00	3.35

BROCCOLI

	Oz.	1/4 lb.
Italian Green Sprouting — (Early strain). Vigorous early type forming large compact central heads and very few laterals	\$.40	\$1.35

BRUSSELS SPROUTS

	Oz.	1/4 lb.
Long Island Improved — Plant dwarf and compact	\$.50	\$1.50

CABBAGE

	Oz.	1/4 lb.	Lb.
Copenhagen Market —Early, round headed variety. Excellent quality65	\$2.00	\$6.00
Danish Ball Head — Most popular late variety. Good keeper75	2.50	7.25
Early Jersey Wakefield — The earliest oblong variety. Sure header, small heads, suitable for home gardens40	1.55	4.25
Glory of Enkhuizen — Heads large and globular, stem medium short50	1.30	4.25
Golden Acre — The earliest resistant cabbage developed. A SOLID ROUND HEAD OF MEDIUM SIZE75	2.50	7.50
Jersey Queen —In type and earliness about the same as Jersey Wakefield60	2.00	6.00
Wisconsin All Season —A main crop yellow resistant cabbage. Round head, good quality85	2.80	8.75
Mammoth Red Rock — Best red variety. Good keeper, round head60	2.00	6.00
Marion Market (Resistant) — A resistant Copenhagen Market matures a trifle later60	2.00	6.00
Premium (Late) Flat Dutch — Large late variety. Very good quality, excellent keeper60	2.00	6.00
Savoy, Chieftan — Earlier than standard market varieties of Savoy. Plant medium short stemmed60	2.00	6.00

CUCUMBER

	1/2 oz.	1 oz.	1/4 lb.
BURPEE HYBRID	\$2.20	\$4.25	\$12.75
For description see Cucumber Burpee Hybrid, in F1 Hybrid section—see page 35.			

EGG PLANT

	Oz.	1/4 lb.	Lb.
Black Beauty — An extra early, large variety with few seeds	\$.60	\$2.00	\$6.00
Florida High Bush — Plants of strong upright growth, producing fruit well above the ground60	2.00	6.00
Improved New York Purple — Popular home and market garden variety75	2.25	7.50
	1/4 oz.	1/2 oz.	Oz.
BURPEE HYBRID	\$4.00	\$7.00	\$12.00
For description see Egg Plant Burpee Hybrid in F1 Hybrid section—see page 35.			

LETTUCE

	Oz.	1/4 lb.	Lb.
Black Seeded Simpson —Ideal mid-summer leaf variety, will withstand heat and drought	\$.20	\$.70	\$2.00
Grand Rapids Forcing —The leading greenhouse forcing leaf variety, but may be grown successfully outdoors25	.80	2.40
Big Boston — A large headed variety for mid-summer and fall use25	.70	2.25
Imperial No. 44 —Has very long well folded leaves and produces hard, well formed heads45	1.50	4.75
New York 12 —An early sure heading strain adapted to warmer weather. Forms flat heads with light green leaves45	1.50	4.75
Salad Bowl — Improvement over Oak Leaf. Early, stands summer heat exceptionally well. Loose leaf variety75	2.50	7.50

ONION

	Oz.	1/4 lb.	Lb.
Prizetaker — Large, globular, yellow. Flesh coarse and mild	\$.70	\$2.30	\$7.00
White Sweet Spanish — White with clear glistening skin. Globe-shaped70	2.30	7.00
Yellow Sweet Spanish (Utah Strain) — Globe-shaped, keeps extra well70	2.30	7.00

PARSLEY

	Oz.	1/4 lb.	Lb.
Extra Triple Curled (Moss Curled) —Plants compact leaves dark and finely cut.....	\$.20	\$.50	

PEPPER

	Oz.	1/4 lb.	Lb.
Bull Nose or Large Bell (Hot) — Medium size fruits, deep green when immature, scarlet when ripe	\$.70	\$2.50	\$7.00
California Wonder (Sweet) — Much used, particularly by market growers. Large green fruits practically as early as Ruby King70	2.50	7.00
Cayenne Long Red (Hot) — A leading sort for use in pickles, for canning and for drying. Fruits long, tapered, and very pungent60	2.00	6.00
Chinese Giant (Sweet) —The largest sweet pepper. Roundish, blunt, mild and sweet throughout. Deep green changing to deep scarlet	1.00	3.25	9.50
Crimson Giant (Sweet) — Very mild, popular home and garden variety.....	.60	2.00	6.00
Golden California Wonder —Golden fleshed type	1.00	3.35	10.00
Harris Early Giant (Sweet) —The best very early pepper for home and market gardens. Large fruits, slightly tapered. Deep green changing to bright red.....	.65	2.25	6.50
Hungarian Yellow Wax (Hot) —Yellow very early. Fruits long, tapered. Waxy light yellow75	2.50	7.50
Pimento (Sweet) — Standard variety for home and market garden. Fruits heart-shaped and very smooth75	2.50	7.25
Ruby King (Sweet) — A favorite for home and market garden. Fruits large and slightly tapered. Bright red65	2.25	6.50
Sweet Yellow (Sweet) — Skin golden yellow, flesh thick and bright yellow.....	.65	2.25	6.50
World Beater (Sweet) — An early sort. Fruits large, oblong; flesh thick and sweet. Bright red60	2.00	6.00

RADISH

	Oz.	1/4 lb.	Lb.
Improved Scarlet Globe — Very early sort, valuable for out of door culture and for forcing. Uniform, rich bright, scarlet, flesh white	\$.15	\$.45	\$1.50
Scarlet Turnip, White Tip — Popular variety, small top. Root bright scarlet with white area about the tip15	.40	1.25
White Icicle —The best early white variety. Roots long, tapered, very white throughout20	.40	1.30

Gloeckner VEGEABLE SEEDS

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TOMATO

	Oz.	1/4 lb.	Lb.
Crimson Cushion	\$1.00	\$3.25	\$9.75
Bonny Best (73 days) — A general purpose tomato. Fruits evenly colored scarlet-red, medium large60	2.00	6.00
Break O'Day (73-75 days) — Early wilt resistant, globe-shaped sort. Fruits large, scarlet of good quality80	2.70	7.50
Chalk's Early Jewel (75 days) — Very thrifty, heavy producer. Fruits scarlet-red, large and firm70	2.35	7.00
Dwarf Stone (82 days) — Strictly dwarf and tree-like, require no training. Fruits bright red, medium sized80	2.70	8.00
Earliana (64-66 days)—Particularly valuable for home garden and early market. Fruit medium size flattened90	3.00	9.00
Giant Tree —(Italian Potato Leaf)—A pink tomato of large size. The large smooth fruits have few seeds. Flesh is tender and mild. 1/2 oz. \$1.75	3.50		
Globe "A" (Forcing) — Improved. Developed by Ohio State Experiment Station—Pink fruits a little larger than regular Globe. Ships well	8.00		
Globe (Livingston's) (81 days) — Heavy producer, fruits purplish pink, large globe shape, scarlet red65	2.00	6.00
Golden Queen —Large yellow fruit, mild flavor70	2.35	7.00
Greater Baltimore (83 days)—Similar to Stone and particularly valuable for canning50	1.75	5.00
John Baer (73 days)—Very similar in every respect to Bonny Best.....	\$.60	\$2.00	\$6.25
Jubilee — Fruits bright golden orange with few seeds. (72 days). 1/4 oz. \$.30; 1/2 oz. \$.5090	2.70	8.00

F1 HYBRID VEGETABLE SEED

Cucumber — Burpee Hybrid — High resistance, vigor and long production, make this a truly outstanding variety.

1/2 oz. \$2.20 1 oz. \$4.25 1/4 lb. \$12.75

Egg Plant—Burpee Hybrid—Vigorous, continuous producer. Highly resistant to drought and disease. Fruits medium size.

1/4 oz. \$4.00 1/2 oz. \$7.00 1 oz. \$12.00

Tomato — Big Boy Giant Hybrids — One of the largest F1 Hybrid Tomatoes. Fruits are firm, smooth, deep globe, scarlet of excellent flavor and quality. Mid season producing continuously until frost.

1/8 oz. \$5.50 1/4 oz. \$10.00 1/2 oz. \$17.50 1 oz. \$33.00 1/4 lb. \$98.00

	Oz.	1/4 lb.	Lb.
Big Boy Giant Hybrids — Perfectly smooth, firm, deep globe. Scarlet red variety with thick walled fruits. Plants large and heavy bearing. Produces continuously until frost. 1/8 oz. \$7.00; 1/4 oz. \$12.00; 1/2 oz. \$22.00.....	42.00	130.00	
Marglobe (75-78 days) — Resistant to Fusarium wilt. Fruits uniform deep scarlet, globe shape and of distinct quality60	2.00	6.00
Master Marglobe (75-78 days) — HIGHLY resistant and heavily productive90	3.25	9.75
Michigan State Forcing — Developed at Michigan State College. Very productive under restricted light conditions. Fruits deep scarlet, globe shaped, are borne in clusters of five to eleven...1/4 oz. .50	1.50		
Oxheart —Heart shaped. Pink fruit, mild flavor	1.10	3.70	11.00
Ponderosa (85 days)—One of the best for home use. Fruits purplish-pink, very fleshy with few seeds, of very mild flavor.....	.85	2.75	8.50
Pritchard (Scarlet Topper) —Wilt resistant, heavily productive. Fruits large, globular, scarlet and well colored about the stem end.....	.65	2.20	6.50
Rutgers (78 days)—Highly recommended for second early maturing variety for canning and tomato juice. Fruits similar in shape to Marglobe. Uniformly colored flesh65	2.20	6.50
Stokesdale (70-73 days) — Early suitable for shipping. Fruits uniform deep scarlet, globe shape85	2.75	8.50
Stone Improved (85 days) — Very solid fruit scarlet red, flat shape65	2.20	6.50
Valiant — early red90	3.00	9.00

STOKESCROSS No. 5: Maturing 75 days, average size of fruit 4.7 ounces. This is perhaps the strongest hybrid F2 of the hybrid yet produced. It is recommended for market or for processing, and is an excellent producer. This new cross is a magnificent tomato which carries enthusiastic endorsement as one of the finest hybrids ever produced.

Tr. Pkt. 1/4 oz. 1 oz. 1/4 lb.
\$.75 \$1.25 \$3.50 \$12.00

FERTILIZERS

WATER SOLUBLE FERTILIZERS

PETERS SPECIAL FERTILIZERS:

20-20-20	Cut Flower Special
15-15-15	Pot Plant Special
21- 7- 7	Azalea Special
25 lbs.	\$6.50
100 lbs.	\$22.00
Prices F.O.B. Allentown, Penna.	

KAPCO LIQUID FERTILIZERS:

20-20-20	{ 25 lbs.	22c per lb.
15-30-15	{ 80 lbs.	20c per lb.
21- 7- 7	{ 25 lbs.	26c per lb.
	{ 80 lbs.	25c per lb.
Prices F.O.B. McKeesport, Penna.		

Write for Quantity Prices on Water Soluble Brands

ELECTRA (5-10-3)

A highly organic fertilizer designed especially for florists. Contains major, minor and trace elements needed for plant growth.

80 lbs. \$6.00

HIDROPON

10% Nitrogen—12% Phos. Acid
25% Potash

A most unusual combination of many soluble plant foods. Designed to control rank excessive foliage and stem growth and to promote flower production.

HIDROPON creates firm, plump, normal size foliage and stems and forces natural flower production.

It works wonders on African Violets . . . Gerbera . . . Cyclamen . . . Cymbidium Orchids . . . Snapdragon . . . Carnations . . . Bulbs . . . Roses and many other plants. It does not alter the pH of any soil.

Trace elements mostly chelates and other products added but not claimed.

MADE BY THE MAKERS OF ELECTRA

Price: \$8.00 (25 lbs.)
\$12.00 (50 lbs.) \$20.00 (100 lbs.)

LIQUID "M" POWDERED

17% Nitrogen—24% Phos. Acid
18% Potash

A multi-purpose soluble product resulting from a study of 150 years of recorded experiments by scientists the world over.

LIQUID "M" contains every plant food requirements in many forms expecting protein and line.

Trace elements mostly as chelates and other products added but not claimed.

LIQUID "M" has proved superior over all other products as to ratio, quality, safety, speed, control and uniform production by many growers in various sections of the country.

MADE BY THE MAKERS OF ELECTRA

Price: \$8.00 (25 lbs.)
\$12.00 (50 lbs.) \$20.00 (100 lbs.)

PANO-DRENCH 4

An excellent liquid soil drench used to control damping-off caused by soil borne fungi (especially Rhizoctonia) on flowers and vegetables. For use in all soils, sands, on flats, pots, benches and outside beds. Just one to two teaspoons diluted with 3 gallons of water produces effective control. A 4 oz. bottle makes up to 72 gallons of drench—treats 300-400 sq. ft. 1 oz. \$1.95 4 oz. \$5.95

1 oz. 4 oz. 16 oz.
\$1.95 \$5.95 \$19.20

MISCELLANEOUS SUPPLIES

VITA POTS

Nutrient treated pots for growing and shipping.

Sold in units of 1000 only

	Per 1000
2"	\$14.60
2 1/4"	14.95
2 1/2"	15.50
3"	17.40
3 1/2"	22.70
4"	25.70
5"	33.40
6"	44.10

CANE STAKES

Bamboo, dyed green, of pencil thickness. Packed 2000 per bale.

12 inch to 5 feet
At Market Prices

HYACINTH STAKES

Split bamboo, dyed green in bales of 5000 sticks.

12, 15, 18 and 24 inch
At Market Prices

VITA-BANDS—10

Will usually contain root growth up to 8 to 10 weeks. Nutrient treated.

Sold in units of 2000 only

	Per 1000
1 3/4 x 1 3/4 x 2 1/2"	\$4.20
2 x 2 x 2 1/2"	4.80
2 x 2 x 3"	5.30
2 1/2 x 2 1/2 x 3"	6.00
3 x 3 x 3"	6.90
4 x 4 x 3"	9.00
4 x 4 x 4"	11.25

VITA-BANDS—H

Will control root growth of those plants that demand extra long growing periods. Nutrient treated.

Sold in units of 1000 only

	Per 1000
1 3/4 x 1 3/4 x 2 1/2"	\$5.60
2 x 2 x 2 1/2"	5.95
2 x 2 x 3"	7.10
2 1/2 x 2 1/2 x 3"	7.65
3 x 3 x 3"	8.50
4 x 4 x 3"	10.45
4 x 4 x 4"	12.90

BIRD PERENNIAL POTS

Excellent for many varieties of perennials, roses, bulbs, vines and shrubs.

Sold in units of 1000 only

	Per 1000
5 1/2-in.	\$39.50
6 1/2-in.	56.50
9 1/2-in.	69.00

VITA "M" POTS

(Growing and Shipping)

	Per 1000	Quantity Packed Per Case
2 1/4"	\$10.75	1000
4"	24.00	500

RED PAPER POTS

Sold in units of 1000 only

	Per 1000
2"	\$ 8.60
2 1/4"	8.60
2 1/2"	8.70
3"	9.15
3 1/2"	12.20
4"	14.70
5"	18.15
6"	22.25

JIFFY POTS

Molded Peat, Pot-Growing Container

	Per 1000
2 1/4" (Packed 3000 per carton)	
3,000 to 18,000	\$ 7.25
21,000 up	6.75
3" (Packed 1500 per carton)	
1,500 to 9,000	\$13.25
10,500 up	12.25

HORMODIN

Root Growing Chemical

No. 1—For house, garden and greenhouse plants.

1 3/4 oz. \$.50 1 lb. \$3.00

No. 2—For woody and semi-woody plants.

1 3/4 oz. \$.75 1 lb. \$4.50

No. 3—For evergreen and trees.

1 oz. \$1.00 1/2 lb. \$4.50

BEMICEL TEKPAK

PLANTERS

These popular growing selling plant containers are 5 x 8 x 2 1/2 inches deep and are a standard colored brown.

	Per 1000
250— 750 lots—	\$56.00
1,000— 4,750 lots—	53.50
5,000— 9,750 lots—	53.00
10,000—49,750 lots—	51.50

WOOD VENEER PLANT BANDS

(Stapled)

	Bands Only 1000	Bands with Bottoms 1000
1 3/4 x 1 3/4 x 2 1/2"	\$5.00	\$7.60
2 x 2 x 2"	5.00	7.60
2 x 2 x 2 1/2"	5.10	7.70
2 1/4 x 2 1/4 x 2 1/2"	5.30	7.80
2 1/2 x 2 1/2 x 2 1/2"	5.40	8.00
2 x 2 x 3"	5.40	8.00
2 1/2 x 2 1/2 x 3"	5.80	8.50
3 x 3 x 3"	6.20	8.80
3 x 3 x 4"	6.40	9.20
4 x 4 x 3"	6.50	9.50
4 x 4 x 4"	7.40	10.40

Unstapled bands
\$1.00 less per 1000

PLAS-TIES

Plastic covered wire plant tie, durable and non-fading.

Packed in cartons of 10,000 of a single size only. Quantity price on total order in all sizes.

	1-2 Cartons Per Carton	3 Cartons and Up Per Carton
4"	\$10.00	\$ 9.50
8"	18.00	17.00
12"	27.00	25.00

ROOTONE

A plant hormone powder for rooting cuttings and increasing root growth.

2 oz. \$1.00

PRICES SUBJECT TO CHANGE
WITHOUT NOTICE.

INSECTICIDES

FUNGICIDES & FUMIGANTS

ALDRIN 25%	4-lb. bag	\$ 2.00
ARAMITE 15W	4-lb. bag	3.20
CHLOROBENZILATE 25W	4-lb. bag	4.20
DEENATE 50W (DDT)	4 lbs.	2.25
	48 lbs. (12, 4-lb. bags)	21.60
DETEX	1 gal.	11.00
DIELDRIN 50%	4-lb. bag	6.60
DITHIO 5% AEROSOLS	4 lbs.	8.00
DUPONT SPREADER STICKER	1 gal.	8.50
ENDRIN 1.6	1 gal.	11.90
FERMATE	3 lbs.	2.45
	Case (12, 3-lb. bags)	25.80

FULEX

Parathion Fumigators

For Red Spiders, Aphids and Thrips on florist crops.		
Carton (24 cans)		
1,000 cu. ft.	\$10.50	5,000 cu. ft. \$13.50
2,000 cu. ft.	10.50	10,000 cu. ft. 16.10
	20,000 cu. ft.	25.00

Aphid-Smoke Fumigators

For Aphids and Adult White Flies on florist crops.		
Carton (24 cans)		
1,000 cu. ft.	\$10.00	5,000 cu. ft. \$13.00
2,000 cu. ft.	10.00	10,000 cu. ft. 16.00
	20,000 cu. ft.	24.00

Spider-Mite Fumigators

For Red Spiders, including some Parathion-resistant strains on carnations, chrysanthemums and snapdragons.		
Carton (24 cans)		
1,000 cu. ft.	\$10.50	5,000 cu. ft. \$13.50
2,000 cu. ft.	10.50	10,000 cu. ft. 18.00
	20,000 cu. ft.	30.00

ISOTOX 1 (supplied in 50-lb. bags only)	50 lbs.	\$ 8.50
KELTHANE EMULSION 18.5	gal.	15.75
	Case (4 1-gal.), per gal.	15.00
KELTHANE WETTABLE 18.5	3-lb. bag	5.55
	Case (16 3-lb. bags), per lb.	1.70
	50-lb. bag, per lb.	1.65
LINDANE 1½% dust (50 lbs. minimum)	50 lbs.	10.00
25% Wettable Powder	4 lbs.	7.60
MALATHION 4 lb. 25% wettable powder		3.25
1 gal. 50% emulsion		14.80
MILDEX	3-lb. bag	5.80

NICOFUME LIQUID	1 gal. (8 lbs.)	13.80
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NICOFUME PRESSURE

FUMIGATORS	½-lb. cans (12 cans)	5.65
	1-lb. cans (12 cans)	10.70
NNOR	gal.	10.00
OPTOX (10% DDT)	gal.	12.00
ORTHOCLIDE 50W (Captan)	50-lb. drum	54.00
	5 lbs.	5.70

PLANTFUME 103	5,000 cu. ft. carton—36	10.50
	20,000 cu. ft. carton—12	12.00

PARATHION SPRAY (15% Wettable)	4-lb. bag	3.50
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PARZATE

Powder	3-lb. bag	2.85
	Case (36 lbs.)	31.20
Liquid	5-gal. cans	9.50
P-40	25 lbs.	20.00
	50 lbs.	37.50
	100 lbs.	70.00

SODIUM SELENATE (Pure)	4 oz.	7.00
	1 lb.	23.00

SNAROL	6 lb.	2.00
	50 lbs.	9.75

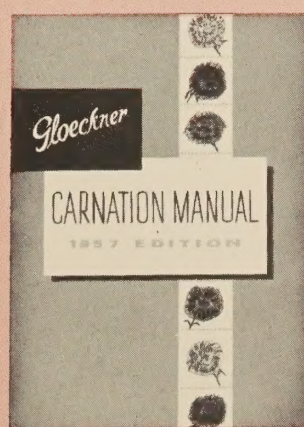
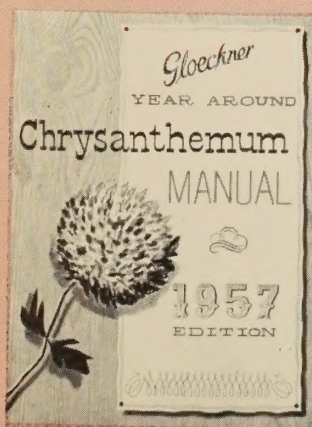
SNAILICIDE	5 lbs. 4.00	20 lbs. 13.00
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TERRACHLOR 75WP	5 lb.	7.25
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VAPATONE XX	1-gal. can	12.00
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ZERLATE	3 lbs.	2.45
	Case (36 lbs.)	25.80

We can supply you with any insecticide or fungicide not listed above. Prices subject to change without notice.



FOR A COMPLETE SELECTION OF CHRYSANTHEMUM AND CARNATION PLANTS. SEE YOUR *Gloeckner* CHRYSANTHEMUM AND CARNATION MANUALS. IF YOU HAVE NOT RECEIVED YOUR MANUALS, THEY ARE AVAILABLE UPON REQUEST.

